

Social Media Guide

All British Waterski or Wakeboard members and clubs should tag or invite the British Waterski and Wakeboard channel as a collaborator, as well as their chosen discipline.

British Waterski and Wakeboard social media channels:

Instagram	@bwswhq
Facebook	@BWSWHQ
YouTube	@BWSWHQ
X	@BWSWHQ

Other Disciplines:

UK Wake	Instagram	Facebook
Tournament Waterski		Facebook
Barefoot	Instagram	Facebook
Cable Wake	Instagram	Facebook

Content Ideas for Competitions

- Photos or videos of practice days
- Opening ceremony video and pictures
- Short video interviews with skiers after they have been on the water
- Photos highlighting PBs
- Medal ceremony photos and videos
- Things happening around the tournament, watching and reaction videos

Content Ideas for General Participation and Clubs

- Photos or videos of members or individuals at the club
- Day in the life of a coach
- Learning a new trick or skill
- Highlight achievements
- Short video interviews with members or friends about upcoming competitions or their experiences with the sport
- Highlights of events or competitions, e.g., open days, women and girls' taster sessions

Guide to Social Media Channels

Social media refers to social networking websites such as Facebook and X, which enable online interaction among individuals and groups with similar interests and hobbies.

Users of social media establish an online 'profile' on a networking website containing information about themselves, which might include:

- Personal information
- Social events
- Activities and interests
- Likes and dislikes
- Friends
- Photos
- Videos

These sites allow users to create their own content and share it with a vast network of individuals, known as online communities.

Social networking is widely used to promote sports activities, campaigns and events. Groups, clubs and other sports organisations also use it to communicate with coaches, officials and participants (including young people) regarding club news.

Social media platforms can be powerful tools for marketing and, regardless of the club's size, for promoting its activities and achievements and interacting with various stakeholders – all at no cost!

The different forms of social media

Social media and social networking sites are accessible, quick, and user-friendly once you get started, but it's important to consider which platform is right for you and your club. **The majority of waterski and wakeboard clubs primarily use Facebook as their preferred social media channel.**

You may want to think about:

- How you want to use social media and what you want to achieve.
- Which social media sites are the most popular with your target audience (e.g. members/parents/players/sponsors, etc.).
- The resources you need, including who has the skills to manage your club's social media presence.

Facebook

Facebook is currently the world's most popular social network, with over 1.5 billion monthly users, and over 43% of the UK's social media users have an active account.

Facebook can be a great way for you or your club to connect with its members and volunteers by sharing photos, videos and text updates.

Your Facebook page can also be a powerful marketing and communication tool for your club. It can help you achieve a variety of goals, including:

- Helping to build a community around your club
- Allowing you to celebrate and share your club's successes
- Giving live updates from events
- Signposting people to your website
- Building new relationships and strengthening existing ones
- Increasing membership or attracting new volunteers
- Keeping people up to date with what's new in your club

Instagram

Instagram has 400 million active monthly users and is the fastest-growing social media network amongst young people.

Instagram is a fun way for people to share their photos quickly, but it is also great for sharing professional-looking pictures of your sporting or club events.

Images must be taken on a mobile phone or sent to your mobile via an email client, then uploaded from your mobile.

When sharing pictures on social media, always take safeguarding precautions.

Safeguarding Guidance

Always seek consent of a parent/guardian BEFORE taking photographs of junior members.

For 16- to 17-year-olds, you should decide if it's appropriate to obtain parental consent, depending on the activity and the young person's circumstances. If you decide you do not need parental consent, then consider whether you should still inform parents that the photo or video of the child is being used or shared. In most circumstances, parents have legal parental responsibility for their children until age 18.

At events, make everyone aware that photos/videos are being taken

Display a sign or tell people that you intend to document through photo/video

Keep records of consent

Beware of the potential risks when sharing images on social media

Photos or videos may appear in internet search results. This may make children vulnerable to grooming if a photograph is shared alongside information that makes them identifiable. This includes: personal details; a tag with location information; visual details such as a school uniform

Choosing the best image to use

Choose images that capture the activity from a distance rather than close-ups. When close-ups are used, aim to capture children side-on. Avoid publishing personal information about individual children and disguise any identifying information. Ensure location data and other image metadata have been removed before uploading images.

Social Media Graphics Sizes

Each social media platform requires different-sized images or videos, which can be confusing when adjusting images, graphics or videos into multiple sizes. Social media image sizes seem to change constantly.

Below are the most recent social media image dimensions as of May 2026.

Facebook

- Profile photo: 320 x 320 px
- Landscape: 1200 x 630 px
- Portrait: 1080 x 1350 px
- Square: 1080 x 1080 px
- Stories and Reels: 1080 x 1920 px
- Cover photo: 851 x 315 px

Instagram

- Profile photo: 320 x 320 px
- Portrait: 1080 x 1440 px (3:4)
- Stories and Reels: 1080 x 1920 px (9:16)

X

- Profile photo: 400 x 400 px
- Landscape: 1600 x 900 px
- Portrait: 1080 x 1350 px
- Square: 1080 x 1080 px
- Cover photo: 1500 x 500 px

TikTok

- Profile photo: 200 x 200 px

- Portrait: 1080 x 1920 px
- Stories: 1080 x 1920 px

Best Practices When Posting

- When uploading videos to Instagram stories or as reels, before you upload your story or reel, upload the video clip into [CapCut](#) or another video editing platform and export it in 1080p, with a frame rate of 30. Go to where the clip is saved on your phone and delete the CapCut end card. Then, upload the compressed version to Instagram Stories or Reels. When you upload to Instagram, it compresses video files if they are higher-resolution than Instagram supports; for example, if the video clip is filmed in 4 K. Compressing the video before uploading it will make it clearer and cleaner when viewed on Instagram.
- For all social media platforms, use longer captions with keywords. Talk about what is happening in your video or photos so they appear when people search for keywords related to your post. Captions are currently more important than hashtags.
- Choose up to five niche hashtags for your post. Niche hashtags should have under 500k tags. The higher the number of tags for a hashtag, the less likely your post will show up under it.
- If you are uploading a Reel or TikTok video, consider adding a title to the video preview. For the preview, you can use a video or TikTok frame, or upload a separate image.
- Always add captions to any reel or Instagram story with talking or someone speaking. The majority of people view videos without sound.
- Tag any relevant social media channels in your images or videos.
- You can add collaborators to your social media posts if you have previously agreed to do so or if they are relevant to your post (not available on all TikTok channels yet).
- Always add a location for your posts.
- Utilise Instagram stories for your most important information. Stories tend to perform better than posts.
- A carousel post (more than one image) will perform better than a single image, as Instagram sees each sideways flick as a form of interaction.
- Consistently post across social media channels. Best practices often include 3-5 posts a week on Instagram and TikTok, Stories daily, and 3-5 posts on Facebook; however, content quality over quantity.
- Post high-quality videos and images with engaging captions.
- Do not post a link on TikTok or Instagram, as these platforms do not support them. Instead, post links in the platform bios (and state 'link in bio' in the caption) or use the link in Instagram stories.
- Try to use trending audio when possible.
- When adding a link to Facebook, delete <https://> and start the link with [www.](http://) Or use a link shortener website such as bit.ly
- Ensure you have the 'highest quality uploads' enabled in your Instagram settings. To do this, go to your profile, click on the three lines in the corner, scroll to 'media quality' and click through. You will find three different items. Ensure 'upload at highest quality' is turned on. It may take a little longer for your videos to upload, but they will appear at a higher quality if you upload with a good internet connection.

Useful Links

- [Create engaging & effective social media content](#)
- [How to Create Content for Social Media: A Simple 6-Step Guide](#)
- [Social media trends in the UK \(2026\): A strategic guide for marketers](#)