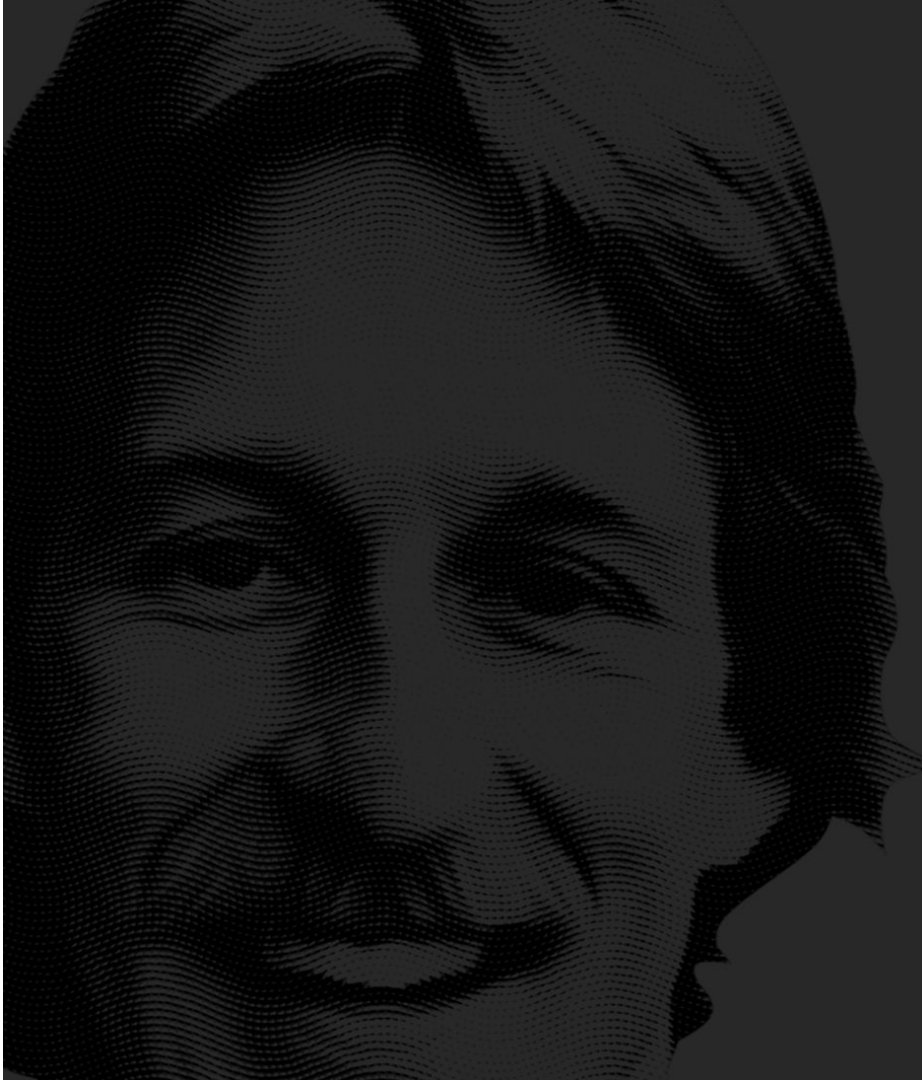




**SOUTH DELTA UNITED**  
**OUR CLUB. OUR COMMUNITY.**

**AUGUST 9, 2021**  
**DUGALD CLUBHOUSE**



**SOUTH DELTA UNITED  
REGISTRATION**

**COMPLETE:**

**SIGNAGE AT ALL SDU PARKS & COMMUNITY  
POSTCARDS TO SOUTH DELTA SCHOOLS**



**SOUTH DELTA UNITED**  
**REGISTRATION**

**1) SOCIAL MEDIA**

**A) GIVEAWAYS**

**B) ADVERTISEMENTS - INSTAGRAM + FB**

**C) SOCIAL MEDIA DEVELOPMENT**

# **SOUTH DELTA UNITED**

## **REGISTRATION**

### **1) SOCIAL MEDIA**

#### **A) GIVEAWAYS**

**CURRENTLY, INSTAGRAM + FB GIVEAWAYS FOR SPOTS IN SUMMER CAMP**

**POSSIBILITY OF FREE REGISTRATIONS FOR THE SEASON OR ACADEMY? EXAMPLE: 1 FREE REG/WEEK UNTIL SEASON STARTS? IS THE CLUB ABLE TO PROVIDE THIS?**

**FREE APPAREL FROM SOCCERCITY OR ADIDAS FOR COACH/PLAYERS FOR ONLINE CONTESTS?**

# **SOUTH DELTA UNITED**

## **REGISTRATION**

### **1) SOCIAL MEDIA**

#### **B) ADVERTISEMENTS - INSTAGRAM + FB**

**CURRENTLY, ADS RUNNING ON INSTAGRAM + FB FOR SUMMER CAMP SPOTS. 50%+ FOLLOWERS IN 24 HOURS.**

**REGISTRATION ADS TO GO LIVE TOMORROW ON INSTAGRAM + FB. GOOGLE ADS TO FOLLOW LATER THIS WEEK.**

# **SOUTH DELTA UNITED**

## **REGISTRATION**

### **1) SOCIAL MEDIA**

#### **C) CONTINUED DEVELOPMENT - S/M PLAN**

##### **POSTS:**

**INTRO TO NEW BOARD**

**GENERAL INTEREST - WOMENS OLYMPIC TEAM**

**CLUB SPECIFIC - WHERE TO GET YOUR BOOTS, 3 WAYS TO WEAR YOUR SHINPADS, ETC.**

**PLAYER+COACH ENGAGEMENT - WHO IS YOUR FAVOURITE COACH AND WHY?**

**VOLUNTEER AWARENESS - INFOGRAPHICS (STU B)**

**LOGO STORYTELLING**

**TECH PROGRAM SUPPORT POSTS**

**OPERATIONAL POSTS - DAYS OF, HOLIDAYS, CANCELLATIONS, ETC.**

LEST WE FORGET



THANKSGIVING HOLIDAY

**NO  
MATCHES  
THIS  
WEEKEND**

ENJOY YOUR WEEKEND!

ESTABLISHED 2016

**ACADEMY  
WEEK 1  
TONIGHT**

DUGALD MORRISON TURF  
LADNER

DETAILS AT SOUTHDELTAUNITED.COM

FROM EVERYONE AT SDU

**HAPPY  
HALLOWEEN**



BE SAFE OUT THERE

FROM EVERYONE AT SOUTH DELTA UNITED

**ENJOY THE  
HOLIDAYS!**



WE WILL SEE YOU AGAIN IN THE NEW YEAR!

ESTABLISHED 2016

**TRAINING  
CANCELLED**

SOUTHDELTAUNITED.COM

ESTABLISHED 2016

**MATCHDAY**



**Have  
fun!**

DETAILS AT WWW.SOUTHDELTAUNITED.COM



# **SOUTH DELTA UNITED**

## **REGISTRATION**

### **2) TRADITIONAL MEDIA**

**1) DELTA OPTIMIST - HIGHLIGHTING NEW BOARD, BC SOCCER FEMALE COACH INITIATIVES,  
NEW TECH PROGRAM ROLLOUT**

**2) DELTA PARKS - ELECTRONIC BOARDS**





# **SOUTH DELTA UNITED**

## **REGISTRATION**

### **3) EMAIL**

**A) CONTINUED EMAILING OF REGISTERED PLAYERS**

**B) ALSO A CROSS REFERENCE OF PRE-PANDEMIC, PAST PLAYERS WHO HAVE NOT REGISTERED, WITH A TARGETED EMAIL TO THEM.**

# **SOUTH DELTA UNITED**

## **REGISTRATION**

### **4) FACE-TO-FACE**

**DURING SUMMER CAMP - OPEN, IN-PERSON REGISTRATION AT DUGALD.**

**WILL TAKE PLACE DURING THE DAY, AFTER CAMP HAS COMPLETED.**

**NO FORMAL TRAINING SESSIONS, BUT KIDS WILL BE ABLE TO KICK THE BALL, GET A STICKER, SNACK, DRINK.**

**PARENTS WILL BE ABLE TO ASK QUESTIONS, AND BE GUIDED THROUGH REGISTRATION ON THE SPOT.**

**DATES TBD - ETA FOR DECISION TO BE MADE BY AUG 13 IN ORDER TO NOTIFY CLUB AND SOCIAL MEDIA.**

**FEEDBACK**

