

Just get *going*

Why the ‘perfect time to start’
creating content your sports club
doesn’t exist. Grab and phone or
camera and get going.



Welcome!

This is a topic we're genuinely passionate about. Most sports clubs are run by small teams or volunteers, which means creating content for social media or your website can quickly feel like "extra work". It can feel like a mountain to climb. Add in the inevitable social media envy we all experience, and it's easy to think that with limited time and limited budget, you'll never be able to create something that looks good enough. So why bother?

Our answer is simple: *just get going*.

Over the years, we've seen countless clubs post nothing at all while waiting for the perfect weather, the perfect time, or the perfect conditions. The truth is, that moment never arrives. The real special ingredient is momentum. Once you start, things move quickly. You blink and suddenly a month has passed. You've stuck with it. You're in a rhythm. Capturing content feels easier, quicker, and more natural. From there, you can refine and improve, but none of that can happen unless you take the first step.

We hope you enjoy the guide. And remember, Wood & Ham is here to help sports organisations thrive. If you'd like to talk about a project or get some support for your club, just get in touch.



Lewis Woodham, Co-Founder

Why creating content feels harder than it should

For many clubs, content feels high-stakes. Once something is posted, it's public. It represents the club, the volunteers, and the people behind it.

For volunteer-run clubs or clubs with small teams, there's also a feeling that everyone else seems to just "get it right". When content feels difficult or uncomfortable, it's easy to assume something must be wrong. The instinct is often to pull away.

We hear it all the time. Clubs worry their content will be judged quickly.

- Is it good enough?
- Does it look professional?
- Will people think it's a bit naff?

This creates a false pressure: the idea that content needs to perform before it's even posted.

Social media platforms tend to show you content that already has momentum. Naturally, you're seeing polished, high-performing posts. That's where the pressure starts to creep in. It's human instinct to compare.



In reality, most content doesn't fail because it's bad. It fails because it never exists.

The wrong way to judge content

Most clubs judge content in one of two ways:

- **“That’s good”**
- **“That’s not good enough yet”**

This is where momentum dies.

Early content shouldn't be judged on quality. It should be judged on usefulness.

- **Does it show what’s happening at the club?**
- **Does it help someone feel included?**
- **Does it make the club feel active and welcoming?**

If the answer is yes, it's doing its job. This shift alone removes a huge amount of pressure. If your content helps just one person think, “that looks like a nice club” or “I might want to give that a try”, then it's working.

Hold onto that thought. It makes the mental block of judging your own content far less daunting.



Small content builds big confidence

Starting small isn't a compromise. It's a strategy. When content is small and informal:

- **It's quicker to capture**
- **It feels lower risk**
- **It reflects real club life**
- **It's easier to repeat**

This is how confidence builds naturally. Not through one "perfect" post, but through many small, ordinary ones that add up over time. This is your learning phase. This is where a club figures out what works for them. For some, it's video. For others, it's people. For some, it's simple photos.

There is no right or wrong. Starting small and just getting going is the fastest way to move through this phase and understand what actually works for your club.



Try to understand what is possible with time, budget and other limitations.

How momentum really builds

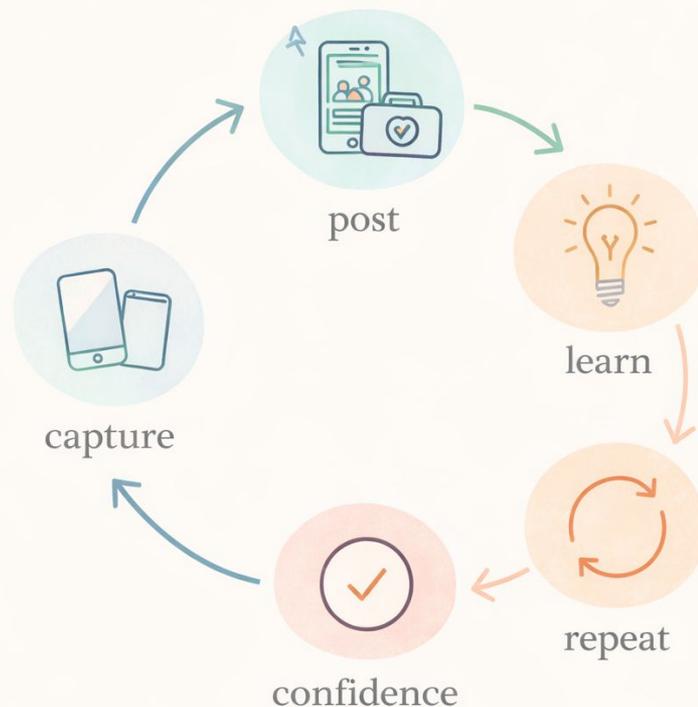
Momentum isn't about posting more and more. It's about understanding what's possible for your club. Once capturing content becomes normal, everything changes. Decisions get quicker. Ideas come easier. Confidence stops being something you think about.

- Momentum is where you learn what works.
- Momentum is where you understand what's realistic with your time and budget.
- Momentum is where you feel empowered to try new things.

Momentum is everything.

As platforms begin to understand what you're trying to achieve, they respond. Reach improves. Engagement improves. There is no fast track, but consistency is always rewarded over time. Momentum also makes content feel less daunting. Half the battle is believing it's possible. The best way to understand what's possible for your club is simply to try.

There's no shame in recognising that a full photoshoot every week isn't realistic. But what is realistic? A photo of a busy session? A smiling volunteer? A moment that shows the club in a positive light?



What you should focus on first

At the beginning, your job is not to tell long stories or run big membership campaigns. **Your job is to notice moments.** Clubs are full of them:

- People arriving early
- Volunteers helping quietly in the background
- Small jobs being done that keep the club running
- People chatting, smiling, sharing a coffee or a drink
- Coaching sessions
- Shaking hands at the net
- Lacing up boots

These moments don't need polish or context to begin with. They just need capturing. Once you start noticing moments and thinking, "That really shows our club in a good light", you're already halfway there. You'll begin to see opportunities everywhere, regardless of the sport.

Frequency will vary from club to club. Some may post once a week, others once a day. For anyone starting out, once a week is a great minimum to aim for.



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Two rules to keep you going

If you're unsure whether something is worth capturing or posting, ask yourself two questions:

1 Is this helpful to an existing or potential member?

2 Does this give a good impression of our club?

If the answer is yes, it's worth sharing.

These questions keep content grounded, relevant, and real. They help cut through overthinking and focus your attention on what actually matters.

Stick to this principle and you'll always have a clear guide.

Small content builds big confidence

In the early stages, it's crucial to block out some of the noise that comes with social media. Ignore:

- **Unpredictable algorithms**
- **Fast-moving trends**
- **Perfect captions or hashtags**
- **Perfect posting schedules**
- **Comparing to others**
- **Over-complicated ideas**
- **Lack of engagement**
- **Lack of people seeing your content**

These things matter later, when you're refining and optimising.

First, build the habit. Then refine.



You can't optimise something that doesn't exist yet.

Your checklist for getting going

Starting is the hardest part. Everything else gets easier. Use this simple checklist to begin:

1.

What's happening at our club over the next two weeks?

And is there an opportunity to capture any of it on photo or video?

2.

Does it meet the two key questions we ask ourselves?

Is it helpful to an existing or potential member? And Does it give a good impression of our club?

3.

How will we capture it?

Phone? Camera? Drone? What equipment will I need to capture the content.

4.

When will we post this content?

To try and work with other ideas in the pipeline to maintain a steady flow of content.

And that's it. Don't worry about the weather. Don't worry about numbers. Don't wait for perfect. Just get going.



Remember, if your content helps just one person, you've done a *good* job. Don't put too much pressure on yourself.



Thank *you!*

Remember, we work closely with sports organisations to create brands, websites and digital experiences that are clear, considered and built to last. Every project starts with understanding the people behind the organisation, the challenges they face and the impact they want to make. So if you would like to discuss how we can help your club thrive, just get in touch!

Trusted by



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