



QUADBALLUK

University Recruitment Guide

2025/2026 Season

By Callum Brennan & Cornelia Tzana

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Introduction

So you want to recruit some players for your quadball team, how do you do that?

Recruitment for quadball clubs is more important and challenging than ever. In light of this, we have put together this resource of tips and strategies based on our knowledge and the successful experiences of other clubs.

This is by no means a one-size-fits-all solution with guaranteed results, however we hope that the information in this guide will inform and inspire you as you traverse the tricky road of recruitment! Please feel free to cherry pick the advice you think will be useful and apply it where you think is best.

If you have any questions about recruitment or require additional support, please reach out to **QUK Clubs Director, Callum Brennan**, at clubs@quadballuk.org.

For any questions or support related to marketing materials (flyers, social media, etc.) you can reach out to **Cornelia Tzana, QUK Head of Media**, at media@quadballuk.org.

Special thanks to James King-Nickol & James Gratton for providing a lot of useful information included in this guide.

For additional information on recruiting tips and guidance, watch [*Back to Basics: Recruiting and Retention*](#).

The Basics

There are three main steps to recruiting: **Exposure, Attendance, Retention**

First we have to expose people to the idea of quadball, then we have to get them to a training, then we have to retain them as part of the team.

Ideally, recruitment planning should start in the off-season. Use the winter/summer time off wisely to plan out things such as **graphics, fresher sessions, student union advertising**. These elements are not fully capitalised by most clubs and so it lets you stand out.

Remember that most people come to play quadball but stay for the friends they make along the way, so create a place where freshers feel like they can be themselves, become part of a tight knit community and have fun.

Advertising

Social Media

Socials provide an inexpensive and relatively easy way to reach new audiences. But keeping up with your team's social media on top of all other tasks of running a team can feel daunting - but it doesn't have to be! Here are some tips to make the process simpler and smoother:

- **Find a social media manager.**
 - Having a dedicated person to run your social media will make a big difference. **They don't need to have any experience**, just a willingness to step up to the plate!
- **Consistency > volume.**
 - If you can't post multiple times a week...don't! The more pressure you put on yourself, the more likely you are to avoid the task altogether.
 - If possible, post once a week, or once every two weeks.

- A monthly post with upcoming events is informative for anyone coming across your account. Player profiles are also easy to pull together.
- Good quality tournament photos are eye-catching and great fodder for the feed! **Find a list of links to photo albums [here](#)** (you can filter by team).
- Stories are a great way to stay relevant in your follower's feeds!

- **Make sure your content adds value.**

- Especially when trying to recruit, it is important for your social content to provide some kind of value to users.
- This can include **practical info** (i.e. event details), **entertainment** (i.e. participating in a fun trend) or **addressing a question** (i.e. why is quadball is a great sport for members of the LGBTQ+ community).

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[Southampton Quadball Club](#) does a great job of sharing a mix of videos, informational content and cool action shots!

- **Know thy algorithm.**

- **Instagram:** Hashtags no longer help discoverability. The algorithm scans **captions and uses keywords** to index and show content to users with relevant interests. Use fewer hashtags (or none) and write more clear, keyword-rich captions.

- **Facebook:** Hashtags are basically useless. Facebook shows you content based on who you've interacted with before, the number of comments and shares. **Encourage your members to interact with your posts to increase reach.**
- **TikTok:** Hashtags are still very relevant, but keep them to a select, relevant few. Generic hashtags like #fyp are not very useful.
- **Video is King (but don't do it if you don't have the time).**
 - Videos are still the best performers, but they take a lot of time and effort.
 - If you can't pull them off, focus on providing informative and entertaining static posts. Adding animation to your status posts can increase visibility slightly by serving as a reel.
- **Engage with other relevant groups and accounts.**
 - Share your events in social media groups for your uni's freshers and highlight the welcoming nature of the sport.
 - Commenting and sharing posts from relevant accounts like other student clubs can help you reach a new audience and encourage new people to check out your profile.
- **Tools of the trade:**
 - The **Meta Business Suite** allows you to schedule posts for both IG and FB from one spot. It's FREE and works on desktop and via its app.
 - Video editing apps like **CapCut** and **Edits** can help you quickly edit together video content for social.
 - **Canva** is your BEST friend for static posts, has some light video capabilities) and can easily animate your static elements with the click of a button. Make some standard templates that you can easily reuse.
 - **ChatGPT** is a great tool for making the most of the algorithm for each platform. Give it your original caption, add some context about your organization and what you want to achieve with the post, and ask it to optimize the caption for your desired platform.

Student Unions

- **Ask about promotional opportunities.**

- Is there a part of the SU where posters can be put up legally? Do so.
- Is there an SU website where events can be advertised? Do this too.
- What SU platforms do students use to find societies and activities? Make sure your info is on there. Every bit of exposure helps. **MAKE SURE YOUR CONTACT INFO IS UP TO DATE.**
- If your SU has social media accounts, add them as a **collaborator**. This allows for your content to show up for their audience, and makes it super easy for the SU to promote your content!

- **Look into regular SU meetups.**

- Are there any regular SU organised meet ups for casual chats that you can participate in? For example, Leeds has one for people trying to learn foreign languages/meet people from overseas.
- Perhaps your university has a meetup for LGBTQ+ folks, or women in STEM, or just a general board game meetup. Go there, primarily to actually enjoy yourself and make new friends, but if someone asks you what kind of hobbies you do and you bring up quadball... all the better!

In-Person Events - University Fairs

University fairs are a prime event for finding new members. These fairs don't have to be limited to just the freshers' fair. Take advantage of smaller fairs for specific groups that quadball can fit into, such as ones for foreign students on exchange or post graduates.

Here are some tips on how to make the most of these events:



Marketing Materials & Branding

- Make sure your **stall is as visible and eye-catching as possible**. That makes it more likely for people to stop by and remember your booth later. Bring banners with your logo, wear your team kits, showcase equipment and trophies/medals on your table.
- Use an **impressive highlights video like [this one](#)**, play it on loop on your laptop and direct the people who you think want to see athletic plays to it
- Create take-away materials such as **flyers & cards or inexpensive branded merch** like pens, stickers, bookmarks, etc.
- Include a **QR code to your most active social account** and encourage people to follow you. Fairs can be overwhelming but this is a quick and easy way to create a connection with someone, even if they are not ready to join just yet.

- Use [Addcal](#) to create a QR code that people can scan to quickly **add your taster event to their personal calendar**. It is **free** and works for any calendars they may be using (Google, Apple, Outlook and more).



Running the Stall

- **Be there early, stay there late.**
 - If the fair starts at 9:00, your stall should be ready at 8:30. No excuses. If you aim to be ready at 8:50, you may miss those first people coming in (the people who you have the most chance for a one on one chat with).
 - Similarly, don't pack down until the SU tells you you need to. If there are still students there, even the last dribs and drabs, you'll be there.
- **Bring the right people.**
 - Just how some people in your club will be better throwers, some people will be better talkers. Try and staff the booth with people who can pull out the charm and energy.

- BUT NOTE: Just like throwing, some people have more natural ability, but everyone can train what they have and be better. Practice will also improve your stall abilities.
- Extra point: **EDI (Equality Diversity and Inclusion)** is no joke. The more diverse your stall when it comes to race and (often perceived) gender, the more people from those backgrounds will get involved. Pull out your bilingual abilities if you have them too.
- **Expand your domain.**
 - If possible, have a third person out wandering the crowd directing people to the stand or handing out flyers.
- **Ask for help.**
 - If you're short staffed, and you think your non-quadball friend has a talent for chatting with people, ask them to come along as a favour! This also works to get some extra people to your taster sessions for numbers. Call in due all the friendship favours you have accrued.



Interacting with Students

- **Bring the energy!**

- This is not some casual day for you, this is a day where you should come out of it feeling like you've just played the BQC final five times over.
- If you're at that stall, you're talking to people, beckoning them over, getting their contact details. If you start flagging and you don't have someone coming to take over from you, it's time to dig deep and keep pushing!

- **Bring the charm!**

- It's time for big smiles and pleasant small talk!
- Ask people as they pass if they're curious about quadball, give them the brief sell (**under 30 seconds**) and then **ask them about themselves**. Where are they from? What are they studying? Have they played sports before? What kind of club are they looking for?
- Tell them **when the taster session is and where**. Make sure they know the location.

- **Gauge what people want.**

- Judge (in the kindest way possible) who you're talking to and only give them the most compelling facts. To some people you sell quadball as a fun, casual sport. To others it's the full contact game where you'll need their help to beat the other teams in the league.
- Advertise socials as well as taster sessions to show that your club is the complete package for freshers who may be looking to make new friends in the first few weeks.
- **Brooms:** Until they see them in action, people generally find them uncool. You can choose to not have brooms at the stall if you think this may be a hurdle. If someone asks about them, point out that they serve as **the sports' unique handicap** and move on to all the really COOL things about quadball.

- **Get their contact details!**

- If you have engaged someone in a chat, you can often ask for their WhatsApp number or their social handle. Don't add them to some massive group, you're now their personal contact.
- At the end of the day message them and say it was nice meeting them. In the week ask them how they're doing and if they're settling in. Remind them of the taster and let them know they can reach out if they get lost.
- It's not guaranteed, but a person you chat to like this is much more likely to feel welcomed and to come to the taster session.

- **Be persistent.**

- If someone texts back to say they can't make the taster, let them know about the next event. Then reach out ahead of the second to remind them and reiterate how glad the club would be to have them there.
- There are three types of people: Those already eager, those on the fence, those disinterested. Making that personal connection with people can shift some of the people on the fence into coming.

In-Person Events - Taster Sessions

Once the hard work is done, the hard work begins! Here are some tips to ensure that the taster sessions run smoothly and draw as many players into the club as possible.



Photo Credit: Manchester Universities Quadball Club

Before the Session

- **Rally the troops!**
 - Gather every player at your disposal and get them to your taster event. Reach out to community teams, ask who they have available to help, and secure experienced people.
 - Let all the experienced people coming know the goals and plans you have set for the session.
- **Have a plan.**
 - Before the taster session, nominate a leader (e.g. the coach) to be the authority of the event. Everyone should follow their guidance and assist the leader with tasks and drills.

- Plan the kinds of drills you will be running. KEEP IT SIMPLE. The goal should be for **new players to have enough fun to want to come back**. Reach out to QUK if you would like help with this.
- Set up in time. Have the pitch ready at LEAST 15 minutes before the session. This should be the standard for the first semester of events.
- **Make the information easy to find.**
 - Make sure the session info is easy to find on any of the club's social media pages, emails and promotional material.
 - Include the time, location and what to bring on your promotional materials.



Photo Credit: Southampton Quadball Club

During the Session

- **Be professional.**
 - Be friendly, be personable. Your players should be focused on engaging with the new players rather than catching up with each other.
 - Set expectations. Remind your players how important it is for them to be on time and ready to go and to bring their best and friendliest attitude.
- **Don't get bogged down in details.**
 - Keep the drills **short, simple and fun!** Have attendees try their hand at some chasing, then beating, and close out with some fun seeker drills before moving on to casual games.
 - Don't go too deep into detailed rules like third bludger interference or proper tag-in procedures. Keep things flowing.
- **Don't be afraid to show your skills!**
 - Your experienced players are there to advertise the sport and so they should show off their level against other experienced players but **not overrun the newbies in skill and power.**
 - Let them showcase how they step another player, shoot, beat, etc. to show how cool, athletic, and a fun challenge quadball can be, while keeping this a safe experience.
- **Check in with your new players often.**
 - How are they finding the session? Are they having fun? Do they have any questions? This will make them feel looked after and part of the group.



Photo Credit: Holyrood Hippogriffs

After the Session

- **Collect those social media details!**
 - If they are interested in coming back, get them into your team group chat to make sure communications keep going out to them.
 - Once added, **send a message to the chat to welcome and introduce the new people** to returners who did not attend the session.
 - Continue to directly check in with these new players over the next few weeks to make them feel like a valued member of the club.
- **Remind attendees about your next social event.**
 - A pub trip for some well-earned food after the session can go a long way.
 - BUT also plan a big, organized social event with a fun activity (board games, party video games, scavenger hunts, etc.). Some people find it easier to bond over a shared activity rather than small talk at a pub.
 - Use this social event as an opportunity to reach out to any leads from the fair who did not attend the session