

## British Taekwondo improves its social media

British Taekwondo, the Governing Body for the World Taekwondo Federation in the United Kingdom, has greater social media exposure thanks to the support from the Aim Higher Scheme.

Company Name: British Taekwondo  
Contact Name: Adrian Tranter  
Website: [www.britishtaekwondo.org.uk](http://www.britishtaekwondo.org.uk)



British Taekwondo is the Governing Body for the World Taekwondo Federation in the United Kingdom. As part of their strategy going forward they wanted to improve their visibility through social media and used the Aim Higher Scheme to successfully develop this.

British Taekwondo was established in 1982 as the Governing Body for the World Taekwondo Federation (WTF) in the United Kingdom

British Taekwondo is responsible for all aspects of WTF/Olympic style taekwondo in the UK. This includes everything that is encompassed and practised through the Martial Art of Taekwondo, as well as selecting Great Britain National Teams to compete at the European and World Championships, and of course the Olympic Games.



The Aim Higher Scheme, run by the Regeneration Shared Service, links talented university undergraduate students with local employers to undertake structured business projects. The scheme is funded through the European Regional Development Fund and therefore the costs to the employer are kept to a minimum.

The organisation recruited Robert D'Arcy in the Summer of 2013 to carry out an 8-week placement between June and August producing articles for promoting the sport. Robert is a first year undergraduate studying BA (Hons) Journalism. The project required journalistic input to write articles about the sport. This also included posting articles in various formats for the website, Facebook and Twitter.

'The main benefits are that British Taekwondo now has greater social exposure. It has highlighted the impact that social media has in sport and this will be reflected in British Taekwondo's strategy going forward. Although it is too soon to gather data on the outcomes of the social media exposure, it would appear that clubs throughout Britain may have had more participants joining as a result of seeing the exposure on Facebook, Twitter and the website.' **Adrian Tranter**

Robert has also benefited from taking part by having the opportunity to practise what has been learned at university and commented that: 'having your work represented by a high profile organisation and being able to say the work I produced was for an Olympic sporting organisation looks great on my CV.'

Robert felt that the opportunity has confirmed that he wanted to work in the area of sporting press for my career and that he was studying the right subject area at University. The project has had additional benefits in that it has encouraged activity through the website and resulted in greater involvement by the clubs themselves.

If you are interested in finding out more information about the Aim Higher Scheme or would like to become involved then please [view our online brochure](#) or contact us on 01623 463165.

