

Strava Clubs



A group of runners is shown on a trail covered with fallen leaves. In the foreground, a man is pushing a child in a blue and red striped stroller. Other runners in various athletic wear are visible in the background, some running and some walking.

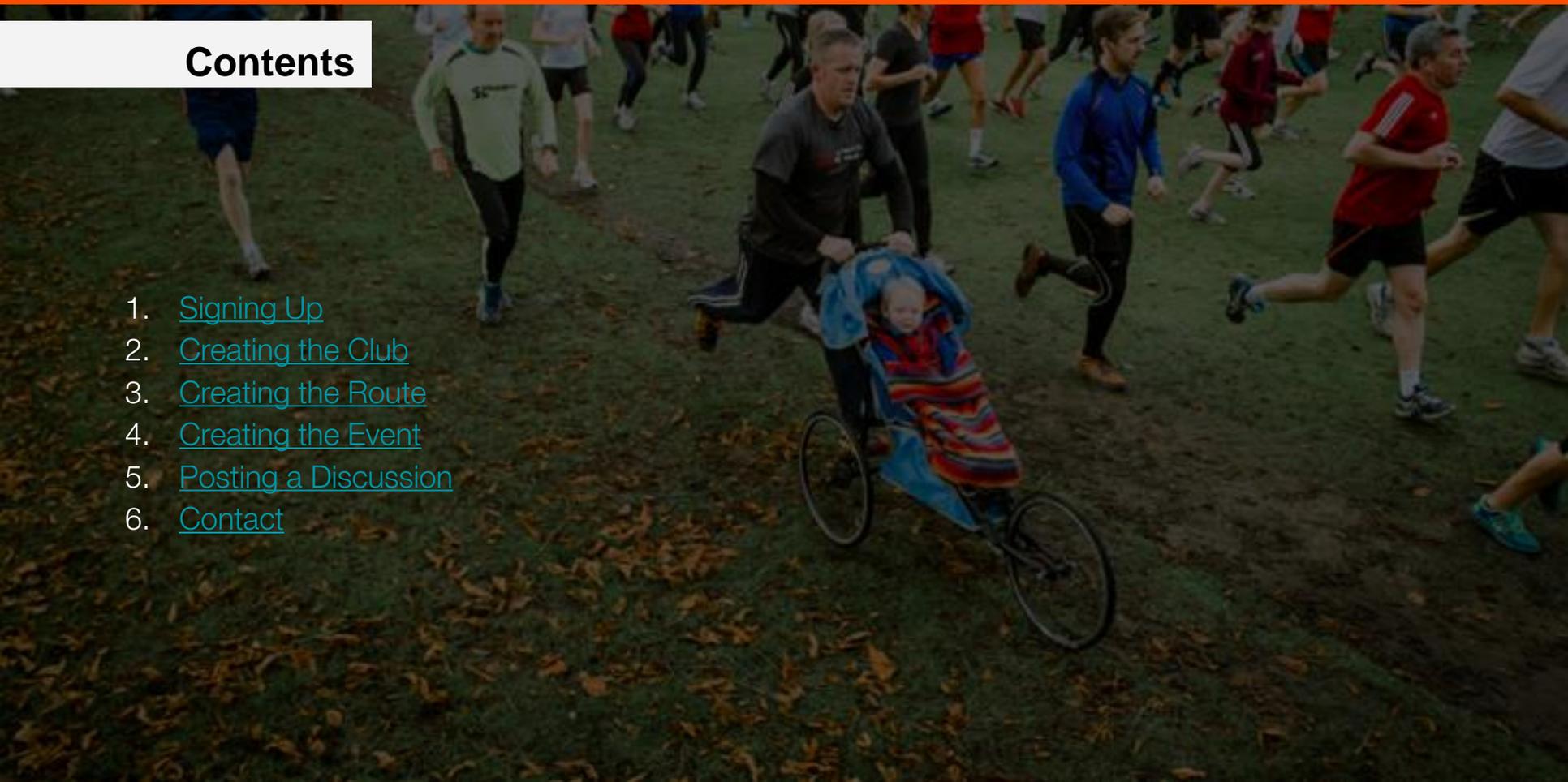
Millions of athletes across the globe use Strava to track activities on their iPhone, Android or GPS watch. Yet Strava is much more than a tracking app – it's a place for people like us to connect, stay motivated and have some fun. You can connect with other Strava athletes through the platform, meet other athletes on the road or trails and keep track of your fitness over time.

As a brand you can use Strava to stay connected with your brands club followers, organise workouts and meetups and engage with your audience. It's the whole community you're a part of, in one place, for free.

Find out more: [Strava.com](https://www.strava.com)

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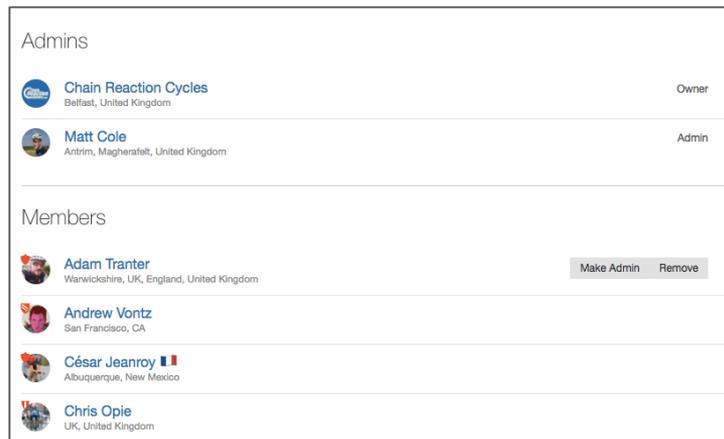
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Signing Up

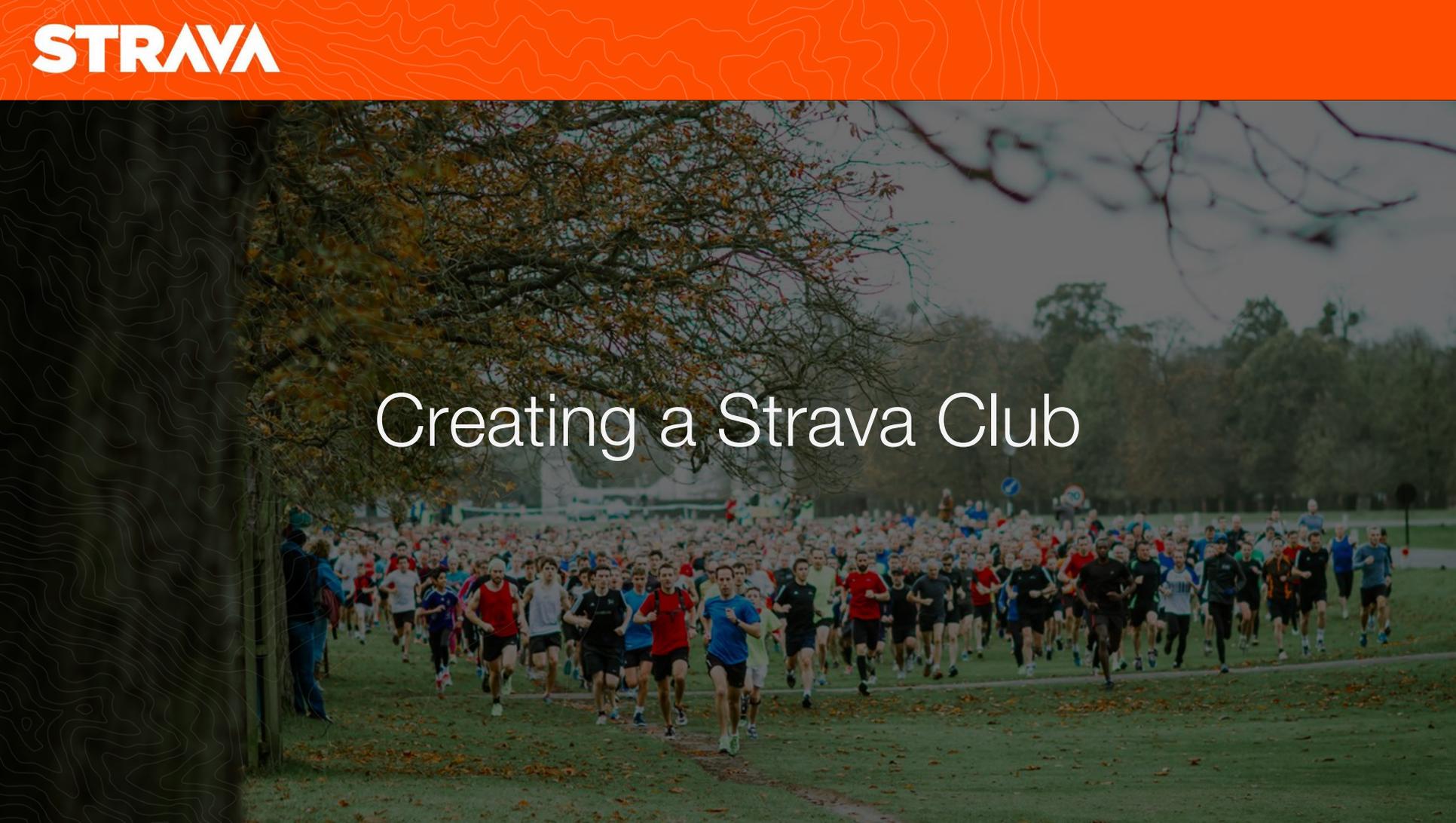


If you're new to Strava, you'll need to go to www.strava.com to sign up for a free account before you can create a club page for your brand. Follow the steps and be sure to include an active email, as you'll need to verify this. Tip: you can create a new account specifically for your club / group, if you wish.



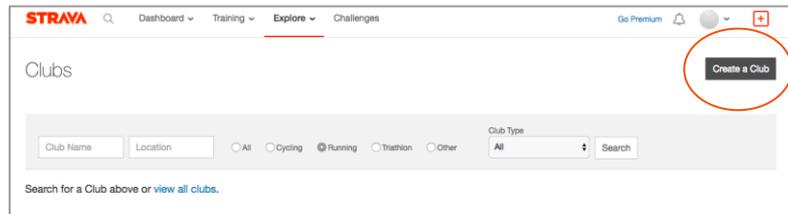
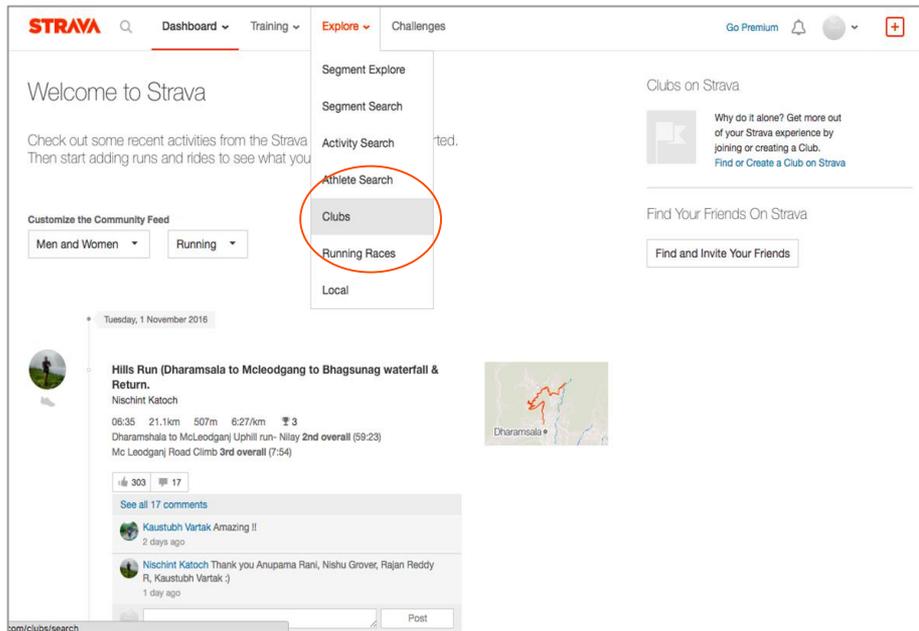
Pro Tip: It's good practice to create a separate account for exclusive admin use of your Club. You can also give admin access to additional users through the Club admin page.

Creating a Strava Club

A large group of runners is participating in a marathon on a tree-lined path. The runners are wearing various athletic gear, including tank tops, t-shirts, and shorts. The path is lined with trees, and the ground is covered with fallen leaves. The background shows a park-like setting with more trees and a clear sky.

Creating a Club

* Club creation is limited to the desktop site and cannot be done via the app at this time.



- Once you've confirmed your account, hover over the 'Explore' tab at the top and click on 'Clubs'
- Click the 'Create a Club' button on the right

Creating a Club

Club Name

Location of your Club (City or Town)

Use your official website

Sport

Club Type: Club

Use a description that explains who you are and why people should join

Use lowercase and dashes in places of spaces for your public URL link

The screenshot shows the 'Create Club' form on the Strava website. The form includes the following fields and options:

- Club Name ***: A text input field containing 'Location parkrun'.
- Location ***: A text input field containing 'London, England'.
- Website**: A text input field containing 'http://www.parkrun.org.uk/location/'.
- Sport**: A dropdown menu with 'Running' selected.
- Club Type**: A dropdown menu with 'Club' selected.
- Description ***: A large text area containing 'Weekly Free 5km Timed Run'.
- Vanity Club URL**: A text input field containing 'https://www.strava.com/clubs/location-parkrun'. A tooltip above the field states: 'You can use letters, numbers, and hyphens'.
- Make your club invite-only ?**: A checkbox that is currently unchecked.
- Create Club**: A red button.
- Cancel**: A blue button.

Annotations from the left side of the image point to the following elements in the form:

- A line from 'Club Name' points to the 'Club Name' input field.
- A line from 'Location of your Club (City or Town)' points to the 'Location' input field.
- A line from 'Use your official website' points to the 'Website' input field.
- A line from 'Sport' points to the 'Sport' dropdown menu.
- A line from 'Club Type: Club' points to the 'Club Type' dropdown menu.
- A line from 'Use a description that explains who you are and why people should join' points to the 'Description' text area.
- A line from 'Use lowercase and dashes in places of spaces for your public URL link' points to the 'Vanity Club URL' input field.

Creating a Club

Upload the header and icon image.

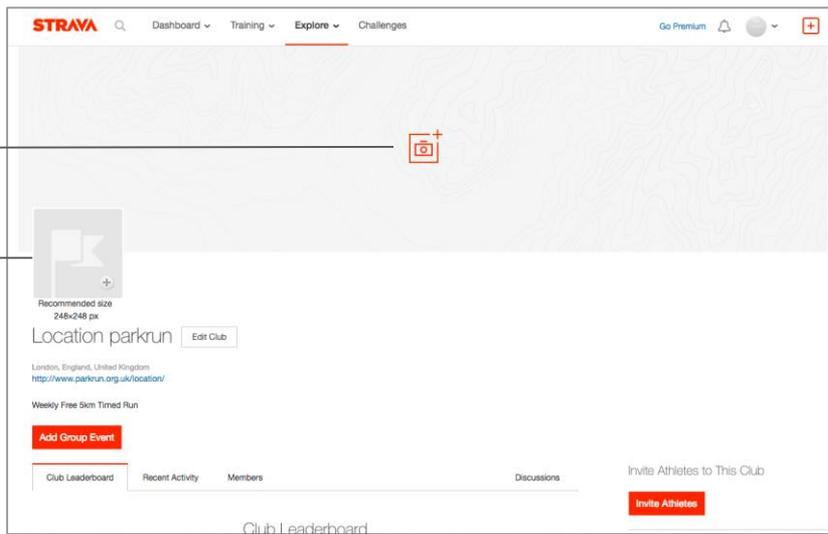
Profile: 248x248 px

If you use your logo, ideally use a PNG file on transparent background.

Banner image: min 1200x580 px

On desktop the banner will be cropped to 1180x380 px, this [PSD template](#) provides sizing info.

On the mobile UX, the banner image will be adapted to 4x3 format.

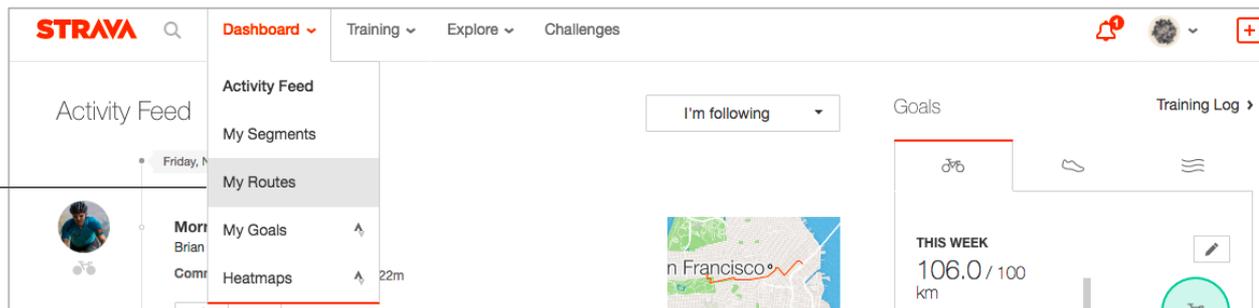


Creating a route

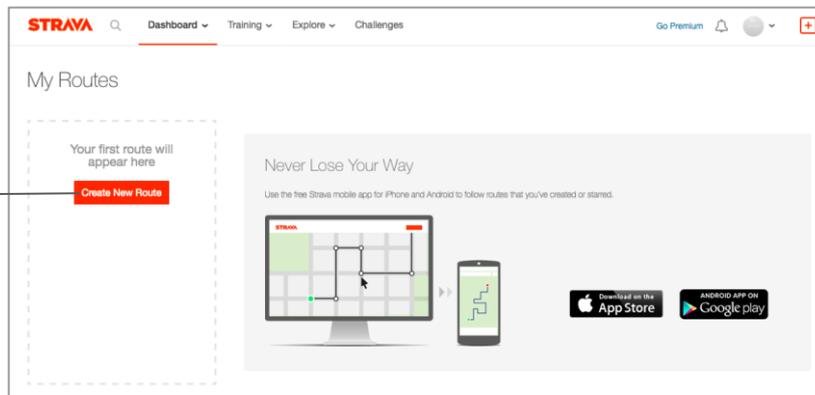


Creating a Route

Click on 'My Routes' from the 'Dashboard' tab



Click 'Create New Route'



Creating a Route

Search your location using a city, postcode or address

Click on your starting point, then follow your route by adding waypoints.

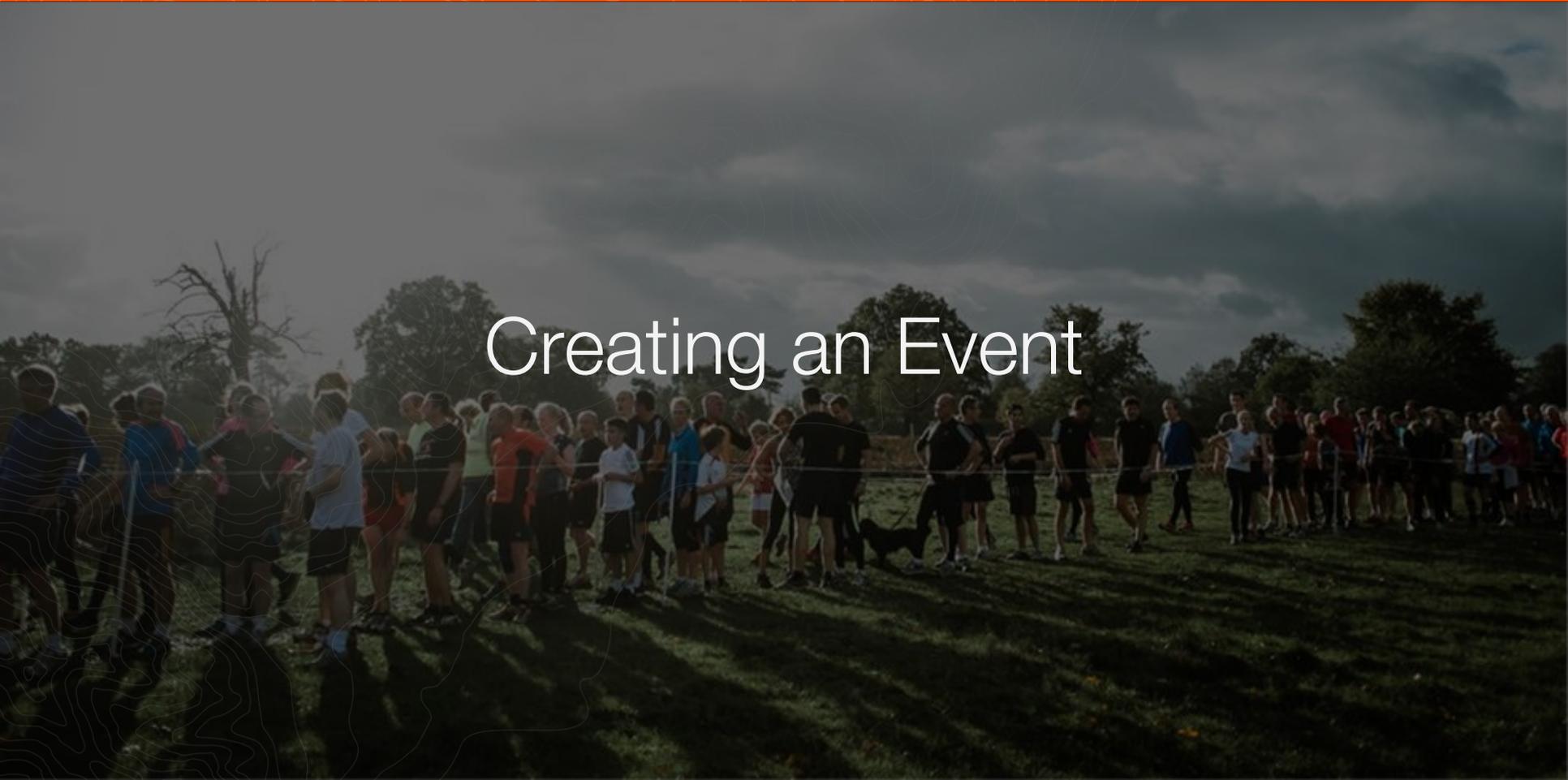
When your route is complete, click Save and use the following naming convention example: 'Tuesday night run'

Turn this off

Turn this on if you're having trouble following the exact route

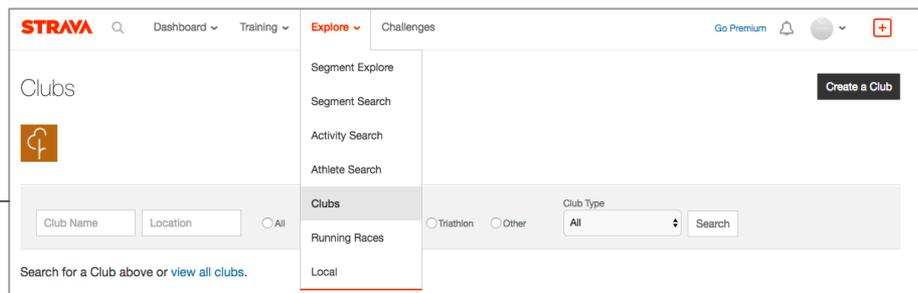
The screenshot shows the Strava Route Builder interface. At the top, there's a search bar with 'Bushy Park, UK' entered. Below the search bar are buttons for 'Undo', 'Redo', and 'Clear'. To the right are two toggle switches: 'Use Popularity' (which is turned off) and 'Min Elevation' (which is turned on). Further right are 'Manual Mode' (turned off), 'Ride' (with a bicycle icon), and 'Run' (with a shoe icon). A red 'Save' button is in the top right corner. The main area is a map of Bushy Park, UK, with a black route line. At the bottom, there's a summary bar: 'Run' (Route Type), '1.6 km' (Distance), '3 m' (Elevation Gain), and '8:54' (Est. Moving Time). The bottom left has the Google logo, and the bottom right has 'Elevation Off' and a small map icon.

Creating an Event

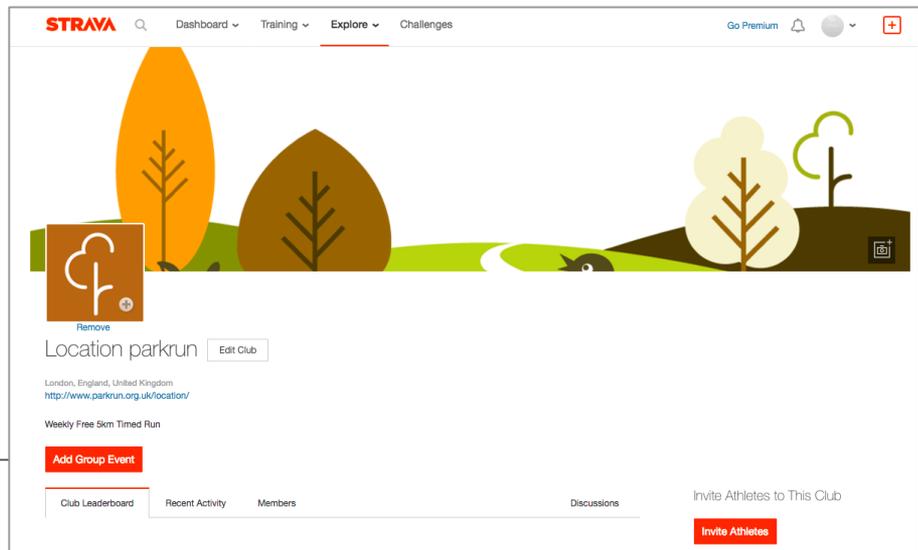
A large group of people, including men, women, and children, are gathered in a grassy park area. They are dressed in athletic wear, suggesting a running event or a group activity. The scene is set outdoors with trees in the background and a cloudy sky. The overall atmosphere is active and community-oriented.

Creating an Event (web)

Click on 'Clubs' from the 'Explore' tab and click on your club icon



Click on the 'Add Group Event'



Creating an Event (web)

Reminder: You'll need to edit this if the event is cancelled or if taking place on another day.

Chose the created route from the dropdown menu

Insert the details specific for your event

Description

Edit Group Event

Event Type* Route
Don't have a route? [Create one now](#) or edit the group event later to add a map.

Event Title*

Meet-up Address Organizer

Terrain Level/Event Type

Description

How often does this group event repeat?

Day(s) S M T W T F S

Repeat every week(s)

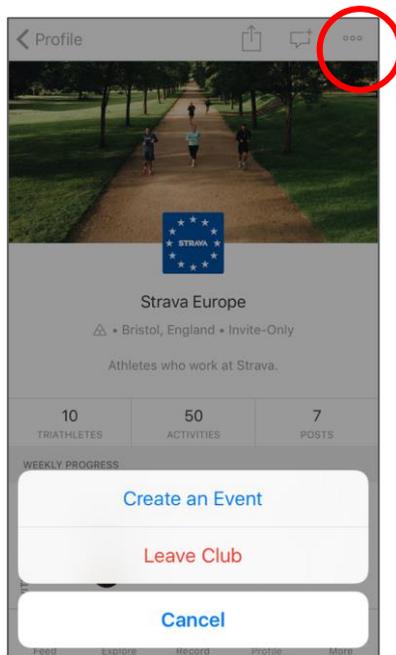
Start Date* Start Time*

Additional Info Women only Club members only

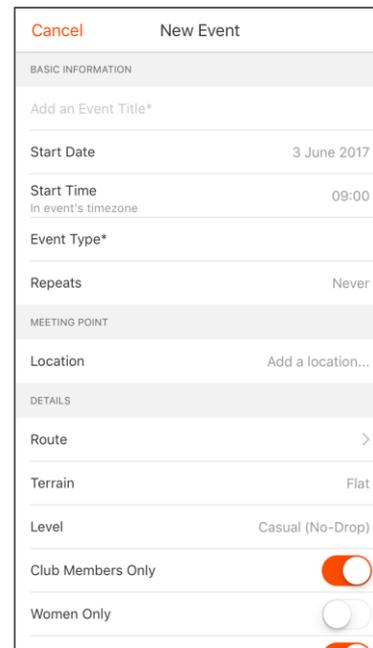
[or Cancel](#)

Creating an Event (app)

You now have the ability to create a Club event via the app:



Tap on the right corner and select 'Create Event'



Enter the event details and tap 'Create'

Posting a Discussion

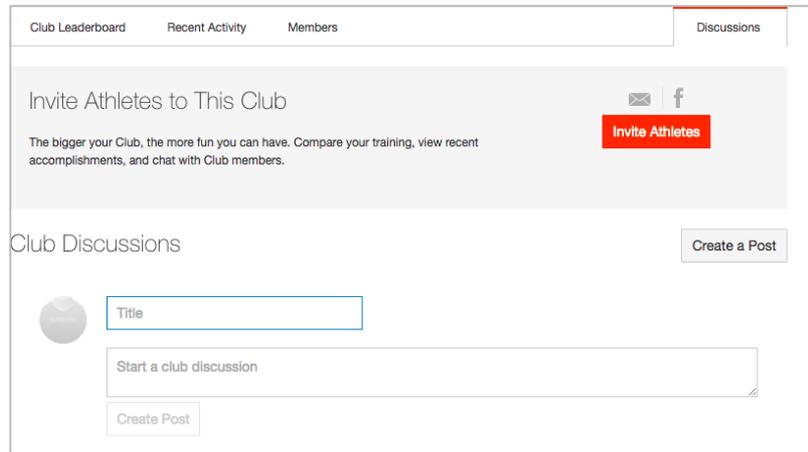
A large group of people, including men, women, and children, are gathered in a grassy field. They are dressed in athletic wear, suggesting a running or cycling event. The scene is set outdoors with trees in the background and a cloudy sky. The overall atmosphere is that of a community gathering or a race start. The text 'Posting a Discussion' is overlaid in white on the image.

Posting to the Club

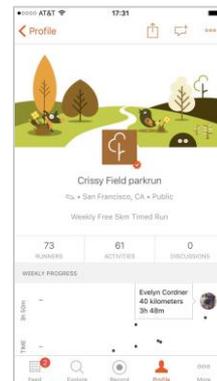
Members can create club discussions and engage in conversation - why not get the discussion started by posting a welcome message?

Some themes and topics that could work well:

- Nutrition and Training
- Clothing and Gear
- Inspirational stories
- event recaps/news/cancellations



Tip: You can also view your club and manage discussions from your mobile using the Strava app!



Invite Members

Bushy Park parkrun [Edit Club](#)

East Molesey, England, United Kingdom
<http://www.parkrun.org.uk/bushy/>

Weekly Free 5km Timed Run

[Add Group Event](#) [Join Club](#)

Upcoming Group Event

5
NOV



Sat 09:00 / Bushy Park Weekly parkrun
Beginner

[I'm In](#)

[Export Calendar](#)



Discussions **1 NEW**

[Club Leaderboard](#) [Recent Activity](#) [Members](#)

Invite Athletes to This Club



Bushy Park parkrun
East Molesey, England, United Kingdom **250 members**
Weekly Free 5km Timed Run

[Invite Strava Friends](#) [Email](#)

To:

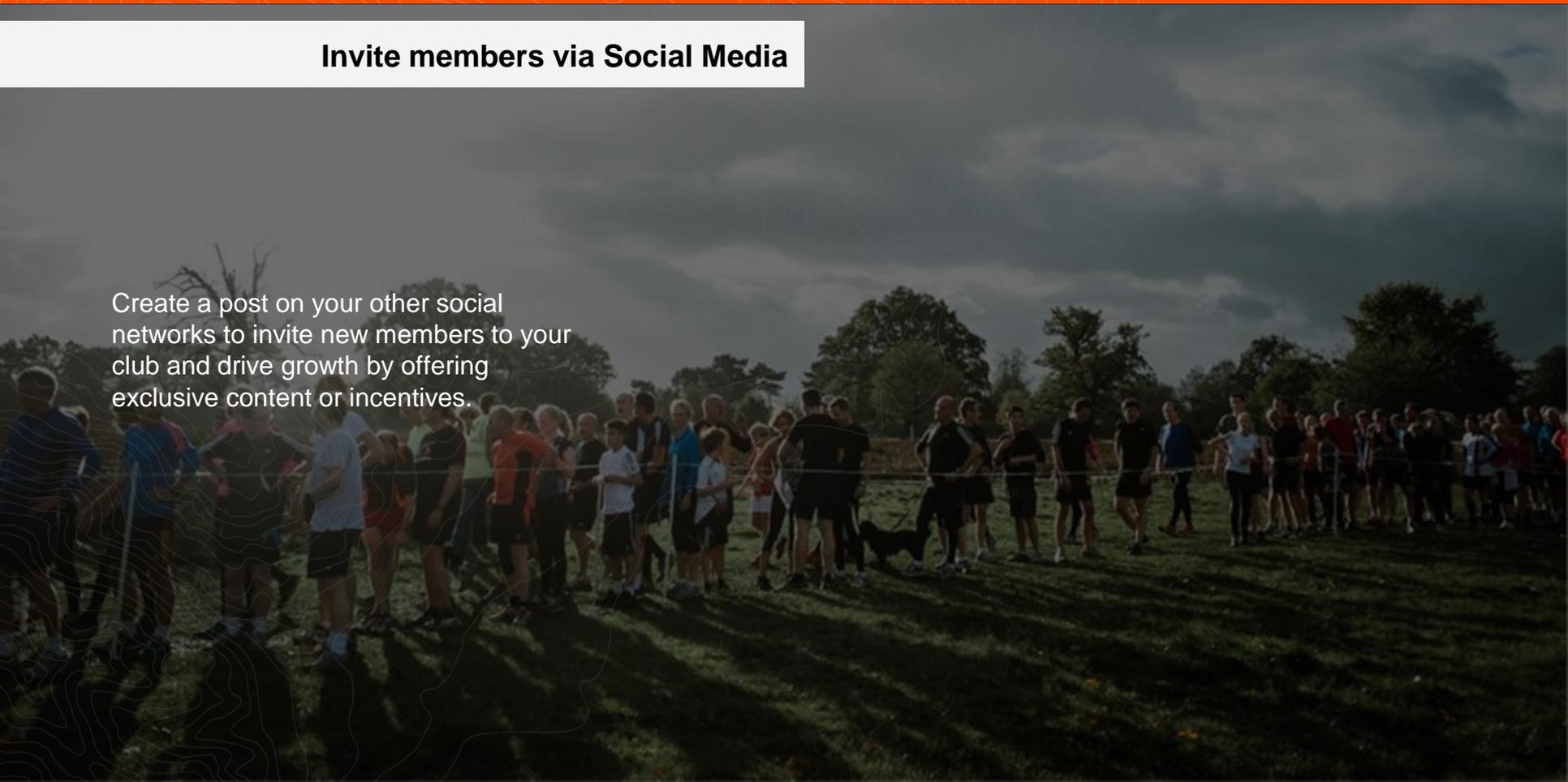
Message:
Ben Rappin invited you to join Bushy Park parkrun.

[Invite](#)

Get your club active by inviting members and sharing your link!

Invite members via Social Media

Create a post on your other social networks to invite new members to your club and drive growth by offering exclusive content or incentives.



Get Verified

Once completed, submit your club's URL to bencr@strava.com to get your club checked and verified, letting people know you're an official club.



An example of a completed verified Strava club, complete with leaderboard and active discussions!

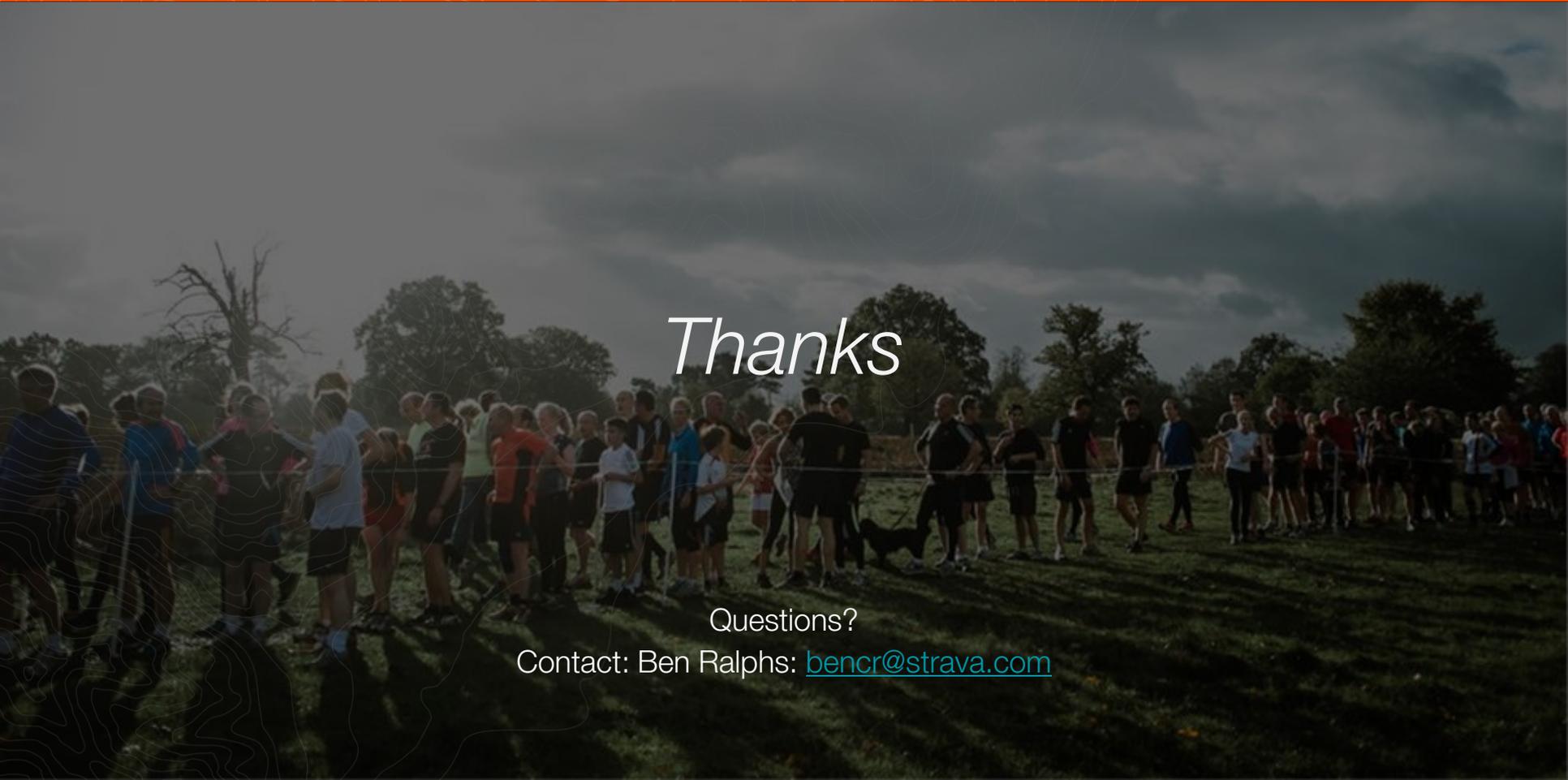
The screenshot shows the Strava website interface for a verified club named 'Bushy Park parkrun'. The page features a header with navigation links (Dashboard, Training, Explore, Challenges) and a search bar. Below the header is a decorative banner with a cartoon illustration of a park scene. The club's name 'Bushy Park parkrun' is prominently displayed with a verified badge and an 'Edit Club' button. The location is listed as 'East Molesey, England, United Kingdom' with the URL 'http://www.parkrun.org.uk/bushy/'. A 'Weekly Free 5km Timed Run' event is featured with 'Add Group Event' and 'Join Club' buttons. An 'Upcoming Group Event' section shows a 'Set 09:00 / Bushy Park Weekly parkrun' for 'Beginner' level, with 'Add to Calendar' and 'Join Club' options. A map of the parkrun route is also visible. On the right side, there is a section for 'Invite Athletes to This Club' with a 'Invite Athletes' button and a note that the club has '250 members and 248 others'. Below this, there is a 'Share Bushy Park parkrun's Runs!' section with an 'Embed a Strava Widget on your blog' option and a 'Share Club Runs' button. The main content area includes a 'Club Leaderboard' tab, 'Recent Activity', 'Members', and 'Discussions 1 NEW'. A 'Last Week's Leaders' section displays a table with columns for Distance, Total Running Time, and Climbing, listing top performers like 'anousia jaks' and 'Lurg Fumero'. A 'This Week's Leaderboard' section is also present, with tabs for 'Last Week' and 'This Week', displaying a table with columns for Rank, Athlete, Distance, Runs, Longest, Avg. Pace, and Elevation Gain.

Rank	Athlete	Distance	Runs	Longest	Avg. Pace	Elev. Gain
1	anousia jaks	106.4 km	6	27.3 km	4:06 /km	675 m
2	Angelo Betta	73.0 km	11	10.5 km	4:59 /km	83 m
3	Janet Oliver	62.5 km	9	22.9 km	4:36 /km	280 m

Privacy

Strava offers several different features to help you manage your privacy. These include limiting who can follow you, see your activity and training log. You can even set a 'privacy zone' around specific locations. Most privacy settings are located in the [settings page](#), but some are specific to individual activities or athletes. See below for links to specific instructions:

1. [Enhanced Privacy Mode](#)
2. [Flyby Opt-out](#)
3. [Training Log Sharing](#)
4. [Privacy Zones](#)
5. [Private Activities and Private Uploads](#)
6. [Strava Metro & Heatmap Opt-out](#)
7. [Manage Followers and Block Athletes](#)

A large group of people, including men, women, and children, are gathered outdoors in a grassy field. They are dressed in athletic wear, suggesting a running or triathlon event. A dog is visible in the foreground. The background shows trees and a cloudy sky. The overall scene is dimly lit, possibly due to an overcast day or the lighting of the photograph.

Thanks

Questions?

Contact: Ben Ralphs: bencr@strava.com