

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.

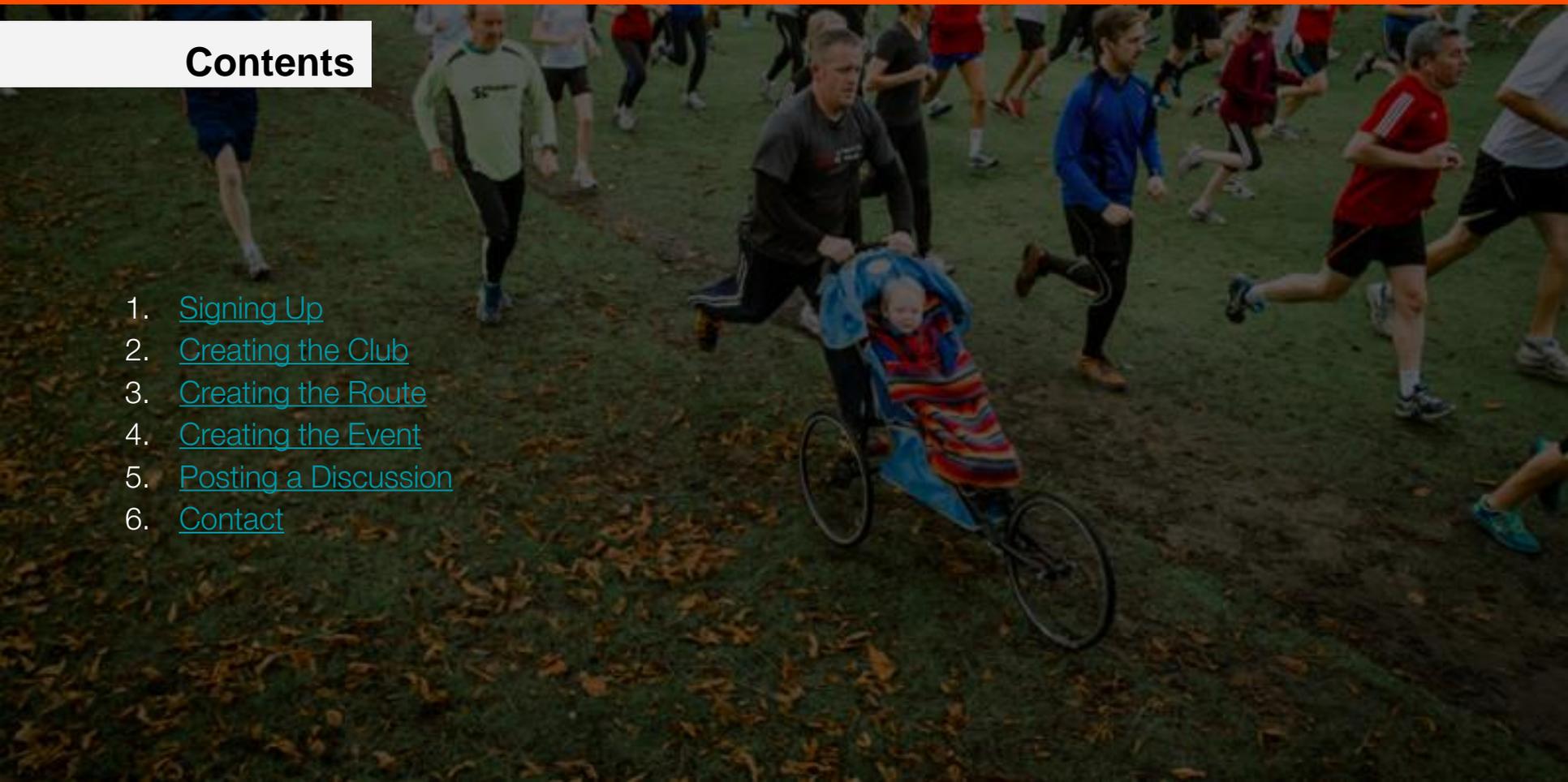
Millions of athletes across the globe use Strava to track activities on their iPhone, Android or GPS watch. Yet Strava is much more than a tracking app – it's a place for people like us to connect, stay motivated and have some fun. You can connect with other Strava athletes through the platform, meet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

Contents

1. [Signing Up](#)
2. [Creating the Club](#)
3. [Creating the Route](#)
4. [Creating the Event](#)
5. [Posting a Discussion](#)
6. [Contact](#)



Signing Up



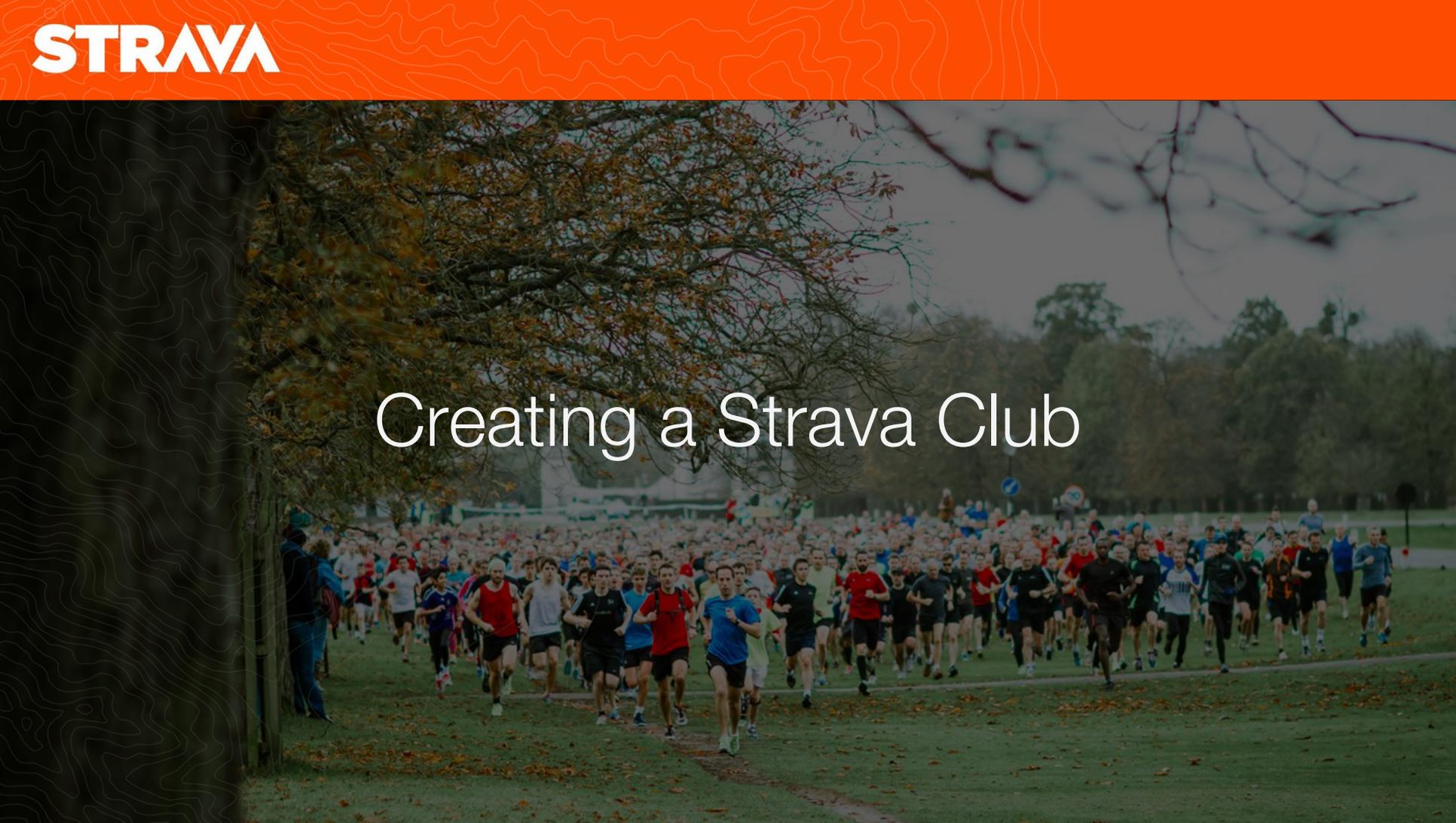
If you're new to Strava, you'll need to go to www.strava.com to sign up for a free account before you can create a club page for your brand. Follow the steps and be sure to include an active email, as you'll need to verify this. Tip: you can create a new account specifically for your club / group, if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

Admins		
	Chain Reaction Cycles Belfast, United Kingdom	Owner
	Matt Cole Antrim, Magherafelt, United Kingdom	Admin

Members		
	Adam Tranter Warwickshire, UK, England, United Kingdom	Make Admin Remove
	Andrew Vontz San Francisco, CA	
	César Jeanroy 🇫🇷 Albuquerque, New Mexico	
	Chris Opie UK, United Kingdom	

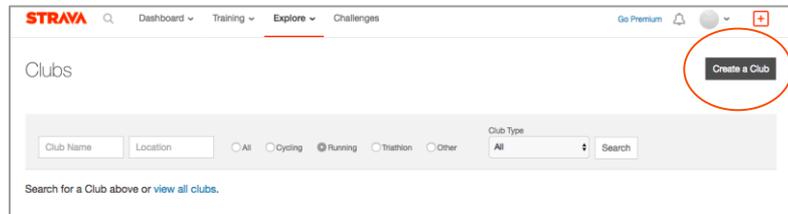
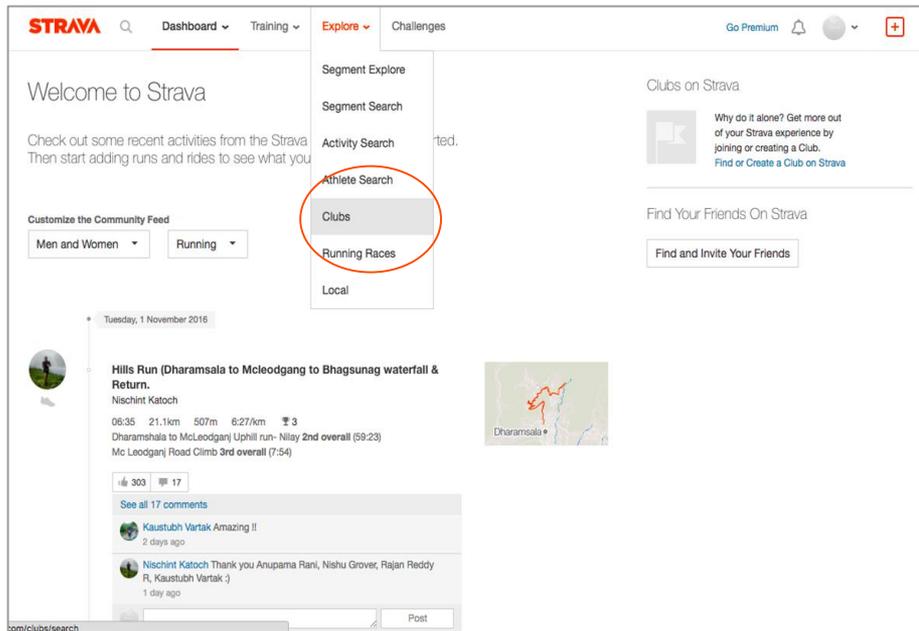
Pro Tip: It's good practice to create a separate account for exclusive admin use of your Club. You can also give admin access to additional users through the Club admin page.

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** (with a help icon).
- Create Club** (red button) and **Cancel** (blue button) buttons at the bottom.

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

- 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

Creating a Club

Upload the header and icon image.

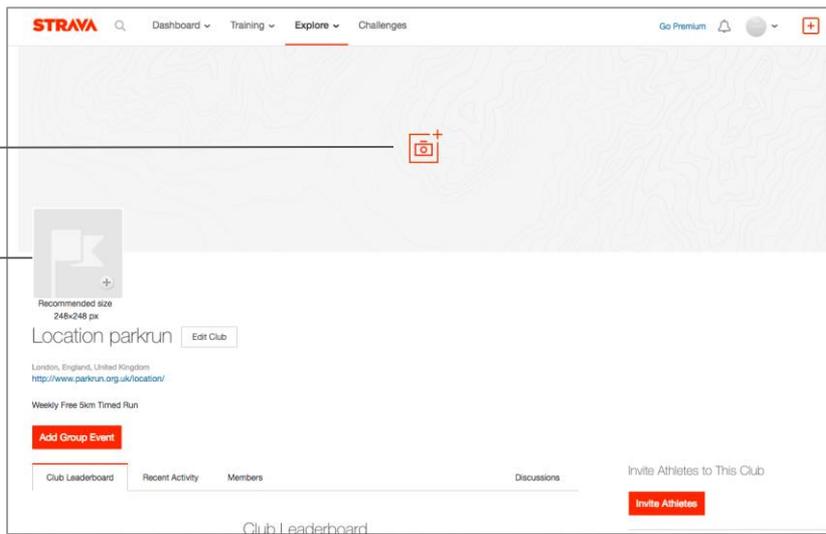
Profile: 248x248 px

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

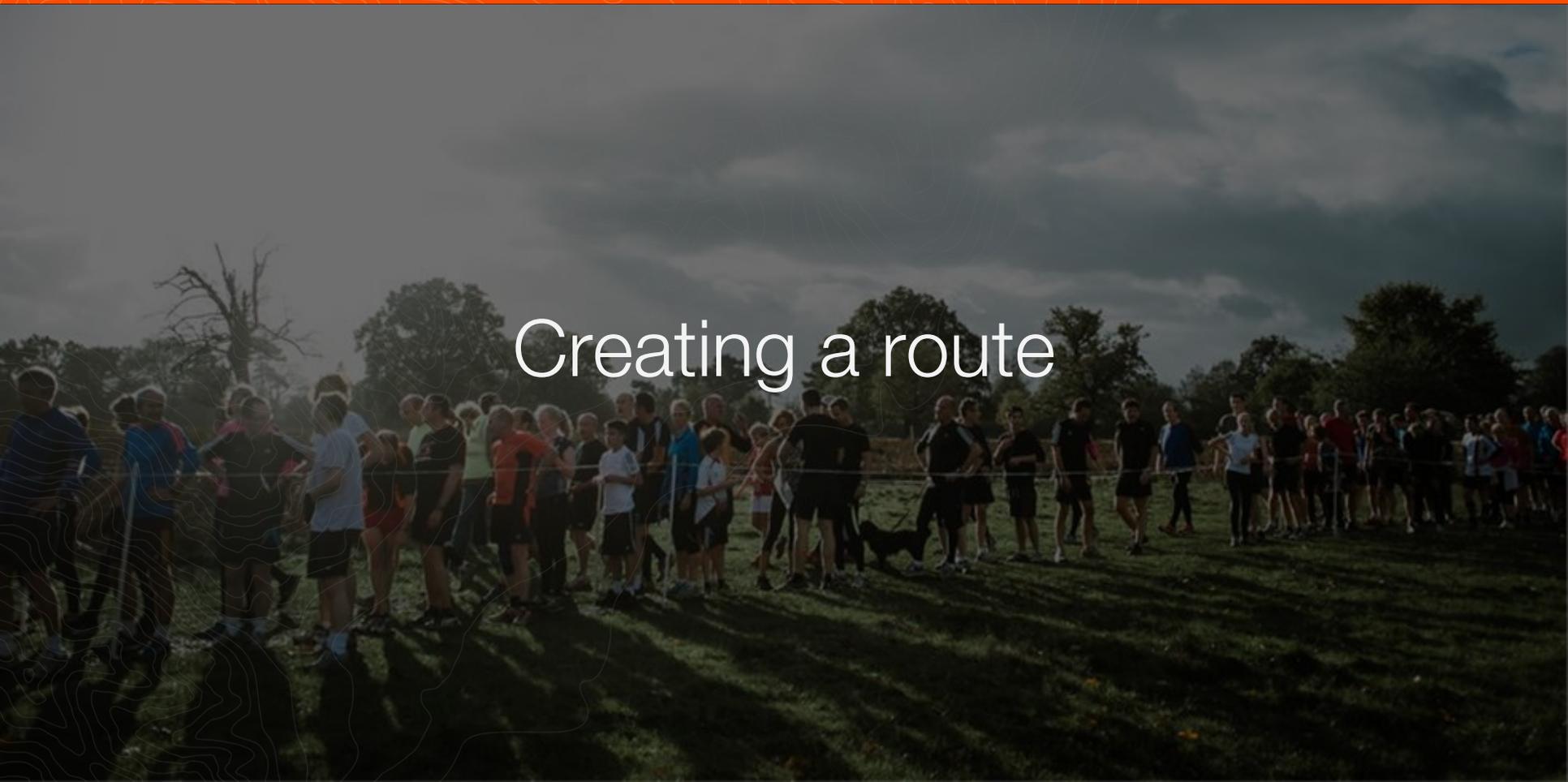
Banner image: min 1200x580 px

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.

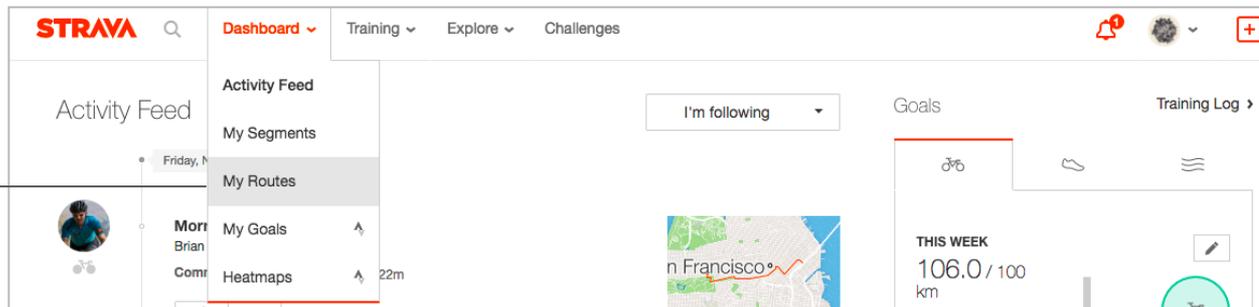


Creating a route

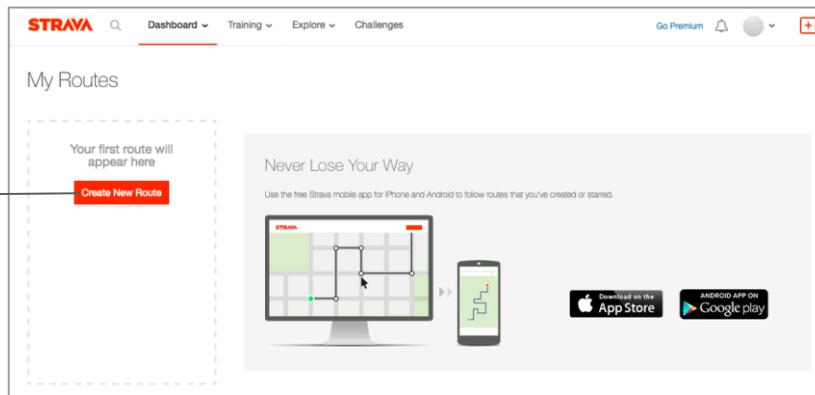


Creating a Route

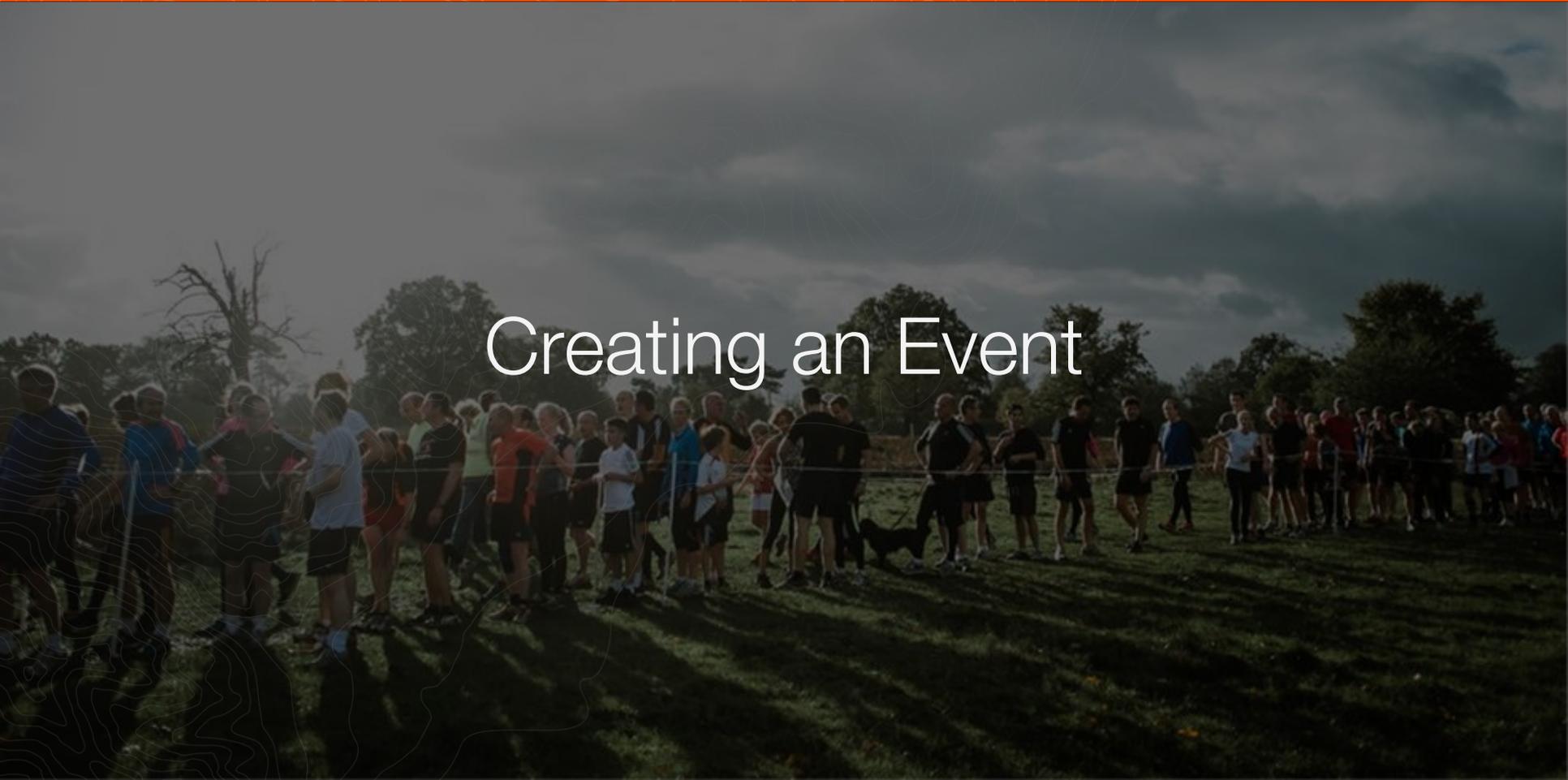
Click on 'My Routes' from the 'Dashboard' tab



Click 'Create New Route'

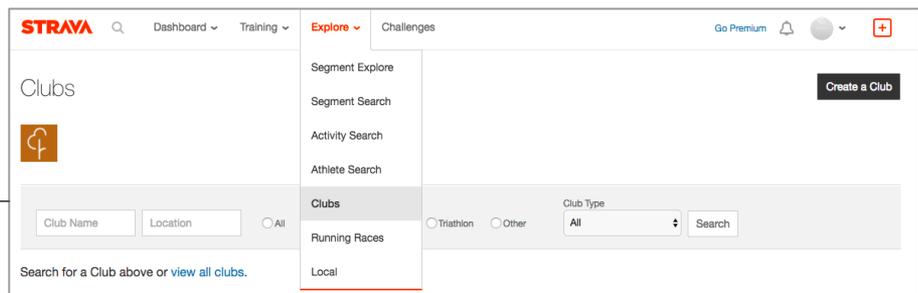


Creating an Event

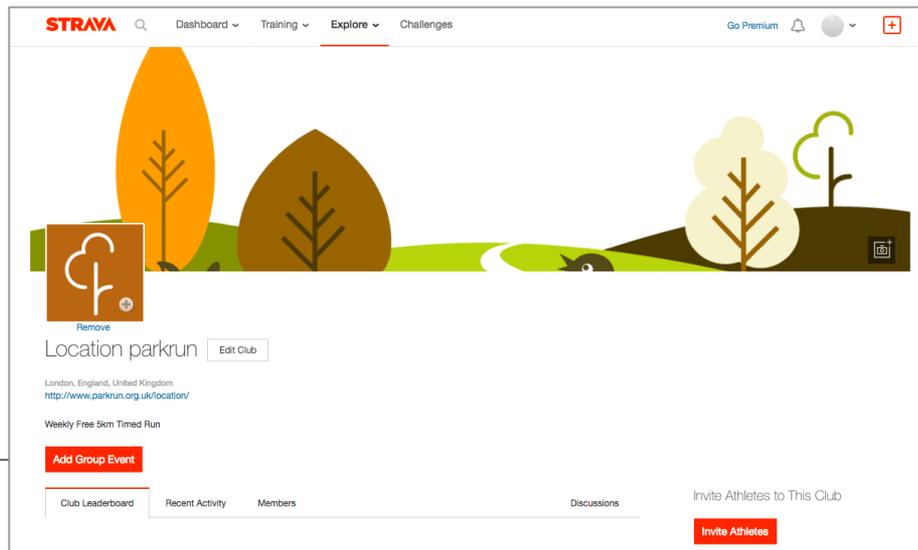


Creating an Event (web)

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)

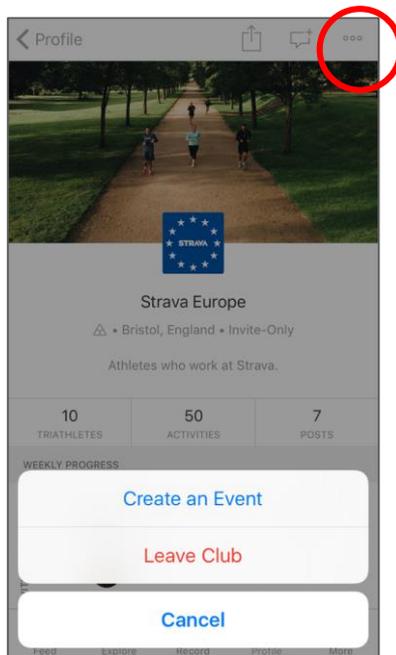
Start Date* Start Time*

Additional Info Women only Club members only

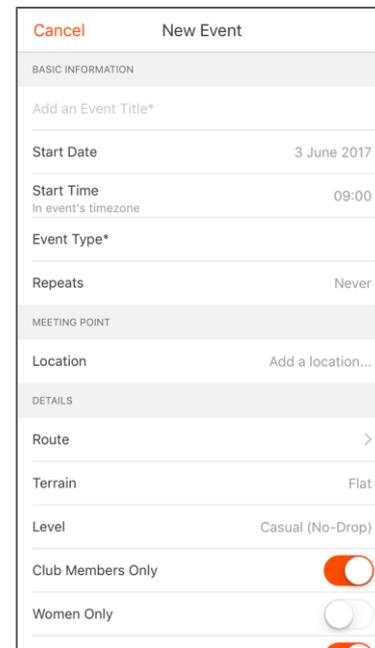
[Save Group Event](#) or [Cancel](#)

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

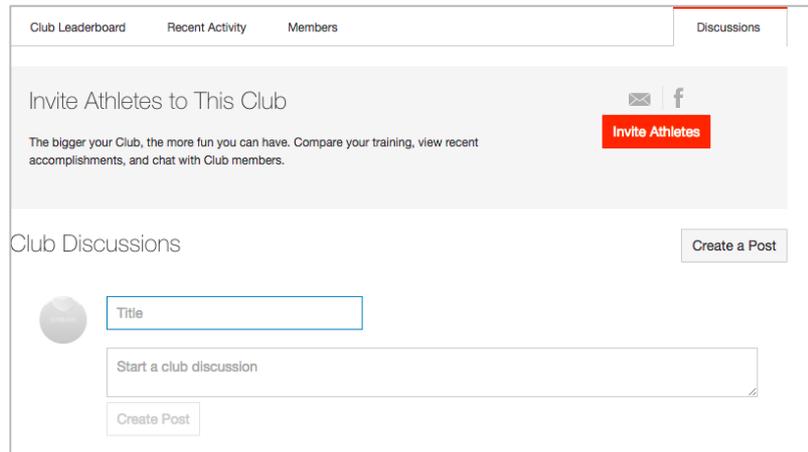
A large group of people, including men, women, and children, are gathered in a grassy field. They are dressed in athletic wear, suggesting a running or cycling event. The scene is set outdoors with trees in the background and a cloudy sky. The overall atmosphere is that of a community gathering or a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

Posting to the Club

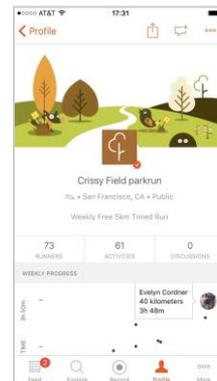
Members can create club discussions and engage in conversation - why not get the discussion started by posting a welcome message?

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:

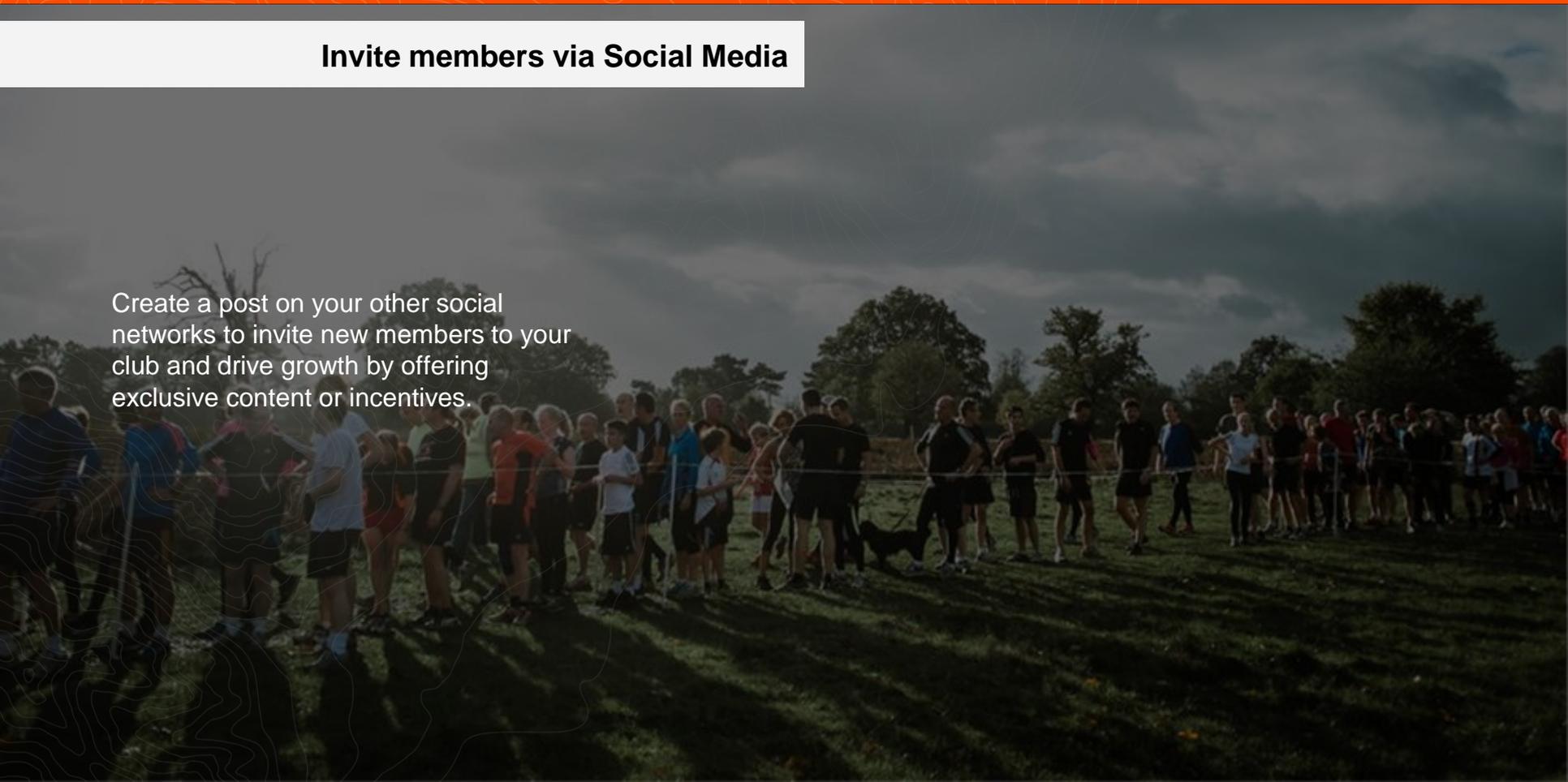
Message:
Ben Rappin invited you to join Bushy Park parkrun.

[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 displays the Strava website interface for a verified club named "Bushy Park parkrun". The page features a header with navigation options (Dashboard, Training, Explore, Challenges) and a search bar. Below the header is a decorative illustration of a park scene with trees and a path. The club's profile includes a verified badge, location information (East Molesey, England, United Kingdom), and a website link. It also shows an upcoming group event: "Set 09:00 / Bushy Park Weekly parkrun" for beginners, scheduled for November 5th. The page includes a "Club Leaderboard" section with a table of top performers, a "Members" section with 250 members, and a "Discussions" section with 1 new discussion. The "This Week's Leaderboard" table is also visible.

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	18.5 km	4:59 /km	83 m
3	Janis Oliver	62.5 km	9	22.9 km	4:38 /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](#)

Thanks

Questions?

Contact: Ben Ralphs: bencr@strava.com