

COMMUNICATIONS REPORT FOR GHA COMMITTEE MEETING ON 21st SEPTEMBER 2023

Overall approach

- 1., The draft note to go out to Clubs and Schools introducing the Communications Officer role has been drafted and now ready for issue through Mailchimp once a couple of technical issues can be resolved – see Annex 1. The note also sets out four key areas we will focus on, invites feedback and views from Clubs and Schools and ask for details of their Communications contacts. **Decision required: are members content with this draft and do they approve it for issue?**
- 2, Dependant on the level of contacts received in response to the note I will be developing a programme of contacts/visits with Clubs and Schools either to follow-up a response or to find out more about specific Comms initiatives that they have in place or are adopting (e.g., Cirencester HC are currently developing a new Comms approach and Social media policy).

Social Media

3. Building our social media presence was identified as one important area for development. My proposal is that we initially launch accounts on 'X' (formerly Twitter), Facebook and Instagram to provide a spread across varying demographics, measuring how these build for the first half of the season (through followers, hits, etc) and then review the feasibility of expanding into TikTok and/or other modern video-based media. There are some consent, data protection and safeguarding issues we need to assess with regard to posting photos or video footage, especially showing under-18 age group activities. I shall be relying heavily on information/material provided by Committee members about their particular areas of responsibility. Ideally these will be ready to be cut and pasted into the appropriate format with some sub-editing if required and the key will be to keep the quantity and relevance of posts at a high level to attract repeat visits. Key dates of forthcoming activities drawn from the website will also be utilised to post on a regular basis. **Decision required: do members agreed with this proposed approach?**

West Area Communications issues

4. Ian and I took part in a West Network meeting on 14th September with David Chard (West Chair) and representatives from some of the other counties at which Communications was one of the topics discussed and what we could do collectively to improve the flow of information. West Counties have all taken different approaches to how they manage their Comms and the West

are also looking to do more work on their Area approach. There will be opportunities for sharing good practices and we will be participating in this work.

External media

5. Work is ongoing to map out potential media outlets across Gloucestershire in readiness for making contacts about newsworthy items relating to Gloucestershire Hockey. This includes building a small portfolio of recent and suitable success stories to illustrate the type of content that could be provided on a more regular basis. ***Can members to let Graham know if they have any suitable 'news' stories that could be included?***

Graham Wayland

14th September 2023