

## COMMUNICATIONS REPORT FOR GHA COMMITTEE MEETING ON 25<sup>th</sup> JANUARY 2024.

1. The introductory note on Communications was issued via Mailchimp on 13<sup>th</sup> January 2024 to all GHA Clubs and Schools and copied to Committee members.
2. Now monitoring the level of contacts received in response to the note but anticipate this will build slowly as Club Officers and Committees consider and agree any responses. I shall be developing a programme of contacts/visits with Clubs and Schools over the remainder of the season either to follow-up a response or to find out more about specific Comms initiatives that they have in place or are adopting.
3. Our new X/Twitter account is now live (@GlosHockey) and this was covered in the introductory note. The account now follows all GHA Clubs who run X/Twitter accounts plus some others such as West Hockey, EH and GB Hockey. Having a current GHA logo/badge would be useful to include in the account header, something we don't appear to have at present. **(thoughts from others welcome)**
4. I shall be checking and reporting on the number of followers we have on a regular basis. **Committee members are invited to follow the account themselves and promote it to their Club members so we can widen coverage.**
5. I will be regularly posting information covering Gloucestershire HA activities and some wider hockey news (recent examples including Wootton U16 Boys winning the National Indoor Finals and some details of BBC Sport coverage of the Olympic 2024 Qualifying events featuring both GB Men and Women). To keep these postings current and regular I will be reliant on other Committee members providing me with brief details of events, results, and good news stories. I have now joined the GHA Coaches and Officials WhatsApp group thanks to James and will also be checking information on the website calendar, both of which should help me gather useful information for the account.
6. Nothing of note to report on West and National Comms issues in the past few months, other than West Hockey having recently started Instagram and Facebook accounts to widen their Social Media presence.

Graham Wayland

19<sup>th</sup> January 2024