



COMMUNICATION *Using Social Media in Sporting Clubs*

RISKS AND BENEFITS*

BENEFITS	RISKS
Connection with stakeholders beyond traditional boundaries internally and externally	Possibility of replacing 'face to face' contact
Build networks and communities of practice	Possibility of replacing 'face to face' contact
Tap into a variety of interests	Information may only be received from certain subsets of the community
Reinforces relationships	Potential for inappropriate content
Inspire and attract potential employees/ members/ volunteers	Use of shallow/superficial posts and responses may repel potential members
Interact with the general community outside your club	Using the media 'because it's there' not because it is a legitimate form of communication
Postings can be moderated	Record-keeping implications
Demographic tracking capabilities – voting polls, etc	Branding risks, identity theft, someone appearing to represent your club
Can be self-policing (participants moderate each other, leading to greater ownership by the people)	Managing liability for information
Captures 'chatter' – find out what people are really saying	Resource impacts
Listen and respond quickly to popular conversations	Resource impacts
Shared learning and creativity	Some functions cannot be moderated
Engages and involves young people	Resource, training and development requirements
Conversations are happening regardless – clubs therefore should be aware/part of these conversations	Level of control – or lack of – varies across sites
Access to information not previously available	If used only to put information out and not receive, then no different to a website
Instant	Defamation risks
Clubs can add their own 'rules' to help manage the information flow	Instantaneous
Form of secondary branding	Less 'stifled' form of interaction
Investigative tool	Wisdom of Crowds" - Diversity
"Wisdom of Crowds" - Diversity	Accessibility (only reaching those who use it)
Accessibility	Only reaching those who use it
Reduced costs for communicating with stakeholders, promoting events etc	

Tweet Tweet: The WA Public Sector and Social Media – How to Make it Happen





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MEDIA AND COMMUNICATION TOOLS

These lists are by no means exhaustive; they simply indicate the variety and breadth of tools available to clubs and organisations for communicating with their stakeholders.

INTERNAL COMMUNICATIONS MIX	
<ul style="list-style-type: none"> • Face-to-face meetings • Email • Conference calls (telephone and video) • Instant Messaging Pings 	<ul style="list-style-type: none"> • Phone messages • Internal Electronic Message Board • Internal Newsletters
EXTERNAL COMMUNICATIONS MIX	
PRESS	
<ul style="list-style-type: none"> • Media Releases • Radio (talkback etc) • Opinion editorials 	<ul style="list-style-type: none"> • Features • Advertorials • Feature advisories
ONLINE / SOCIAL MEDIA	
<ul style="list-style-type: none"> • Email • Alerts • Newsletters • SMS • Games • Pop-Ups • Screensavers • Web Ads e.g. Google 	<ul style="list-style-type: none"> • Twitter • Facebook • Four Square • Digg • You Tube • Flickr • Apps • E-Cards • RFID Tags
TELEVISION	
<ul style="list-style-type: none"> • News and features • Long-format programs • On-line television options 	
ADVERTISING	
<ul style="list-style-type: none"> • Print • Radio • Television 	<ul style="list-style-type: none"> • On-Line • SMS • Email
PRINT	
<ul style="list-style-type: none"> • Brochures • Flyers • Posters • Letters 	<ul style="list-style-type: none"> • Leaflets • Reports • Annual Reports • Bill Boards • Signage
PUBLIC RELATIONS	
<ul style="list-style-type: none"> • Events • Stunts • Endorsements 	<ul style="list-style-type: none"> • Telephone Calls • Flashmobs • Conferences • Launch parties





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COMMUNICATIONS STRATEGY TEMPLATE

This is a summarised version of a standard Communications Strategy Template and can be utilised to develop your event/program/project communications strategy. Whether you communicate to external or internal audiences (or both), this template will help ensure that you capture all the key elements of a comprehensive communications strategy. For a full copy of the template, please use the contacts listed below.

1. Current Situation / Background
<ul style="list-style-type: none">Determine where you are now, before you attempt to identify where you want to be. How effective have your previous communications been?
2. Overall Event / Program / Project Targets
<ul style="list-style-type: none">List the key targets that you wish to achieve with your event/program/project. Your communications strategy must support these objectives.
3. Communications Objectives
<ul style="list-style-type: none">List your objectives based on internal and external communications – what do you hope to achieve with communications activities and how can these activities support this achievement?Define clear, specific and measurable goalsBe realistic with timeframe, budget and resources
4. Target Audience
<ul style="list-style-type: none">Who will you target?What demographic groups do they belong to?What is the best way to reach them?Motivators and barriers need to be definedPrimary Target Audience – Key group you wish to communicate withSecondary Target Audience – People who will benefit from the message, or who may influence your primary targets
5. Key Message per Target Audience
<ul style="list-style-type: none">What do you want them to KNOW, FEEL and DO
6. Communications Mix
<ul style="list-style-type: none">How will you get the message across and what tools will you use to do this? Your choice will depend on what you wish to achieve, the level/type of message and the profile of your audience
7. Promotion
<ul style="list-style-type: none">Once your communications mix is finalised, you will need to promote your event/program/projectPromotion should be done on two levels – Internal and External
8. Budget (where relevant)
<ul style="list-style-type: none">You will need to define the amount of money available now AND in the future, as well as specific allocations per type of media used
9. Timeline
<ul style="list-style-type: none">Each key event /activity/milestone that requires communication to any stakeholders, needs to be listed within a timelineList the key dates of what you need and when
10. Being on Brand
<ul style="list-style-type: none">Presenting your brand is crucial. Be consistent with you logo, typefaces, slogan and colours; and emphasise your key messages on all applications
11. Evaluating Success
<ul style="list-style-type: none">Identify key performance indicators and remember to evaluate your performance continuously. If necessary, make changes and reassess the situation

