



Founded in 1965

Meteors Basketball Club

Interim Communication Plan (2017-2018)

1. Introduction

Meteors Basketball Club (the '*Club*') has created an Interim Communication Plan (2017-2018) as a precursor to a more detailed plan that will be developed as part of the *Clubs* Strategic Plan later in the year. This Interim Communication Plan is an important document, because it commits the *Club* to:

- improving how it communicates with its Members, Sponsors and the wider Community.
- adopting a common approach to communication.

2. Policy Statement

This Interim Communication Plan supports the Values of the club. A revised Mission Statement and set of Club Values are currently being developed. It is important that these Values are shared through the various communication channels as they create a strong brand identity for the Club.

3. Purpose of Communication

The purpose of communication about the *Club* is:

- Implement the *Club* Values;
- Help grow and promote the *Club* and the Sport;
- Create a strong and positive image of the *Club* and the Sport;
- Provide up to date information on Club activities and successes;
- Grow the *Clubs* role in the Community;
- Communication is essential to connect the *Club* with its Members.

4. Responsibilities

Every Club Official, Coach, Player, Team Manager and Volunteer is an important "communicator", who creates an image of the *Club*. Everyone is responsible to submit relevant information to the



Communications Sub-Committee to ensure a coordinated approach to *Club* communication. The rules for external communication are outlined in this plan. The Communications Sub-Committee is responsible for planning and coordination of communication in conjunction with the Executive Committee. The PRO is the key point of contact point for external media.

5. Aims and Objectives

Club Officials, Coaches, Team Managers, Players and Volunteers commit themselves to outward communications in line with the values and main objectives of the *Club*. The task of this Plan is to broaden the awareness of the *Club* through the various different communication channels. All Club Officials, Coaches, Team Managers, Players and Volunteers have an important role in growing and strengthening the image of the Club.

The overall aim of this Plan is to make sure that there is clear, consistent and appropriate communication between the *Club* and its Stakeholders, both in Internal and External to the *Club*. The purpose of the Plan is to provide a co-ordinated approach to:

- conveying the Clubs message through the various different communication channels;
- receiving and sharing information from other sources.

To achieve these goals, the Plan aims to:

- reinforce the image of the *Club* as progressive and developmental;
- create awareness of the *Club* in the Community;
- facilitate accurate and co-ordinated reporting of all *Clubs* activities, successes and developments;
- encourage Members and Volunteers to get involved with the *Club* and make sure their views are heard.

The key communication objectives are to:

- Elevate and raise awareness of the importance of communications;
- Ensure that all Internal and key External Stakeholder are fully informed and engaged;
- Improve the management of stakeholder expectations;
- Ensure that Internal and External stakeholders understand the vision, values, key activities, challenges and opportunities;
- Exploit innovative and existing communications channels to maximize awareness of and promote understanding of what the *Club* represents;
- Focus on improving information sharing; and
- Monitor and measure feedback.

6. Visual image

The *Clubs* logo and colors (Navy Blue & Green) are its strongest Visual Image. These should be present and prominent on all Email, E-zine & Social Media content, the *Club* Website, *Club* publications, and at any Club Events or gatherings. Content templates will be developed for Email, E-zine and Social Media. These templates should be used to ensure a visual consistency in how the Club presents itself. In addition, where photographs are used to promote the *Club* the prominence of the logo and colors should be clearly displayed.



7. Communicating with Internal Stakeholders

Members & Parents

The *Club* will use all of the communication channels to work with Members & Parents to grow and strengthen the *Club* and its brand. A critical success factor will be the continued need to celebrate performance and success. To achieve this there will

Coaches

The Coaches Working Group, chaired by the Child Welfare Officer, will be a key forum where the *Club* can discuss the development of a *Club* Coaching Philosophy. The depth of coaching experience and knowledge in the *Club* will help in shaping how this Philosophy can be mapped out and implemented.

Team Managers

The Executive Committee will communicate directly with all Team Managers, via Email, on all Club matters. From time to time, it may be necessary for the Executive Committee to meet Team Managers either in a group or individually to discuss specific matters that pertain to their Team.

8. Communicating with External Stakeholders

Local Community & Charity

This is a target area for the Club this season. It is a goal to grow the Club in the Community and to align itself with a Charity to promote the need to think of others. The responsibility to develop this will reside with the Executive Committee. All of the Clubs communication channels will have to be leveraged to demonstrate growth in this area. The Clubs 'Ambassadors & Advocates' will also be key to strengthening these links.

Club Sponsors

The relationship with the *Club* Sponsors is the responsibility of the Resource Development Sub-Committee. Relations are maintained and created by active interaction with the *Club* Sponsors through direct dialogue and through brand promotion on Social Media and the *Club* Website. The Clubs 'Ambassadors & Advocates' will also be key to strengthening these links.

Media Relations

The Communications Sub-Committee is responsible for managing media relations. The PRO is the owner of this relationship. This is a key area to develop a very positive image of the *Club* to a wider audience.

9. Channels of Communication

E-mail

E-mail will be used as the primary method of Communication with Members, Coaches, Players, Team Managers and Volunteers. The Executive Committee, on behalf of the Club, will use the *Club* e-mail template to send out all *Club* E-mails. Email addresses will also be made available for each of the Executive Committee to enable a method of direct contact.

E-zine

A *Club* E-zine will be developed and used to communicate *Club* highlights and successes. The E-zine is a key channel to promote the Clubs 'Ambassadors & Advocates'. The E-zine will be sent out every 2 months.



Social Media (Facebook, Twitter, Instagram, YouTube)

The stewardship of all Social Media channels will be done through the Communications Sub-Committee, chaired by the PRO. The improvement of Social Media content and the development of the *Clubs* Instagram and YouTube platforms will require Members involvement. Members will be required to sit on the Communications Sub-Committee to agree the principles of how the platforms are going to be used and to develop out the content. In addition, Members & Parents will be required to assist in providing content from *Club* matches including Sponsor specific content to upload to the various Social Media platforms.

Club Website

The stewardship of the Club Website will be done through the Communications Sub-Committee, chaired by the PRO. The improvement of Website will require Members involvement. Members will be required to sit on the Communications Sub-Committee to agree Website improvements and the refresh of the content and how it ties into the Social Media platforms. A new Club Website will be launched in the forthcoming season.

Press Releases

It is the responsibility of the Communications Sub-Committee chaired by the PRO to decide when Press Releases maybe required. This is an area that will assist in greater brand value and alignment with the Clubs Sponsors in addition to promoting growth into the Community and with the *Clubs* charity of choice. Any proposed wording will have to be sanctioned by the Executive Committee. Where there is a photographic opportunity the *Clubs* logo should always be prominent.

Events

During this season there will be a number of *Club* events. It will be the responsibility of the Communications Sub-Committee, chaired by the PRO, to ensure that these events are promoted widely through the various different communication channels. The measure of success will be the alignment of communications across the channels and the volume of traffic recorded receiving, reviewing and reading in each channel.

10. Measuring Communications

For the upcoming season the Club will be making qualitative and quantitative assessment on how successful our communication channels have been.

Internal Assessment:

- Conduct a survey across the Club to establish the quality and quantity of internal communication;
- Collect feedback from the above and feedback possible corrective measures;
- Measure across all the Communication Channels (hits, followers, likes, etc.) used by the Members.

External Assessment:

- Conduct a survey with the Club Sponsors and Community Groups to establish the quality and quantity of external communications;
- Measure across all the Communication Channels (hits, followers, likes, etc.) to demonstrate the growth in brand value and alignment across the various channels;
- Collect feedback from the above and develop an improvement plan, if required.

