

Redditch Hockey Club



Communication Strategy

The communication strategy for Redditch hockey Club can be split into 2 separate policies.

1. Internal Communication Strategy

The purpose of the internal communications strategy is to provide members of the club with more in depth and timely information. This should give members more opportunity to involve themselves with the club and with Hockey in general

- a. Web Site (www.redditchhc.co.uk)
 - i. Provide all contact details for match officials
 - ii. Provide details on all fixtures
 - iii. Provide results for all fixtures
 - iv. Publish selection details for all fixtures
 - v. Publish newsletters
 - vi. Publish details of all social functions and meetings
 - vii. Publish minutes of meetings
 - viii. Provide details of coaching facilities and sessions
 - ix. Provide pages for Junior section, published by Juniors
 - x. Publish details of subscriptions and match fees
 - xi. Publish partnerships and links with local partners and sponsors
 - xii. Publish details of players (by agreement with players)
 - xiii. Broker agreements with as many other web sites as possible to provide links to the web site. This will raise the profile of the site on search engines.
- b. Local News, Sports Results
 - i. Publish match reports for as many matches as possible in sports sections of local newspapers
 - ii. Publish league tables periodically in sports sections of local newspapers
 - iii. Publish editorials about teams in sports sections of local newspapers
- c. Local News, Editorials
 - i. Publish editorials about teams and social functions in editorial sections of local newspapers

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- d. Club "Board"
 - i. Publish details of fixtures, social functions, meetings, coaching sessions and any other opportunities on the Club Board within the Clubhouse
 - ii. Provide Junior Section Board to publish opportunities, fixtures and coaching details.
- e. Fixture Cards
 - i. Publish and provide (at no cost to members) a complete fixture card that include contact details for Club Management, Fee's and subscriptions, meeting dates and social functions.
- f. Newsletters
 - i. Publish monthly newsletters detailing any and all aspects of club hockey.
 - ii. Promote differing editors of all or part of newsletters
- g. Availability of club management
 - i. Ensure that senior club officials are available to discuss any aspect of the club at all times
- h. SMS / Email
 - i. Investigate potential of utilising SMS and Email to contact players for fixture details and selection

2. External Communication Strategy

The purpose of the external communications strategy is to promote the club, its facilities and members to a wider audience. In doing so the club hopes to attract new members and greater backing from the local community both in terms of volunteers and visiting support for the club and potential financial assistance.

- a. Local News, Sports Results
 - i. Ensure reports printed in the sports sections of local newspapers promote the club and encourage new members to contact club
- b. Local News, Editorials
 - i. Utilise editorials to promote the existence of the club and the role it plays within the local community.
 - ii. Ensure editorials promote and encourage potential new members to contact the club
- c. Local News, Advertisements
 - i. Utilise advertisements to promote the club to potential new members, particularly the annual open day prior to the season commencing

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- d. Web
 - i. Broker agreements with as many other web sites as possible to provide links to the web site. This will raise the profile of the site on search engines.
 - ii. Publish web site address at all opportunities; newspaper reports, fixture cards etc
- e. Local Schools
 - i. Provide local schools with posters promoting the club, its facilities, coaching and fixtures.
- f. Partnerships with Redditch Cricket, Rugby and Hockey Club
 - i. Attempt to raise profile of joint club and establish more published links between the different sections.