

Marketing and Communication Annual Report

Date report prepared: 16/07/2021

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The following items are from starting the Marketing and Communication position in October 2020.

2020/2021 Overview of Marketing and Communication Activities

Key Successes	<ul style="list-style-type: none">● Member survey<ul style="list-style-type: none">○ This was a great success and supplied lots of fantastic feedback to help shape the Marketing and Communication actions this year!● Strava fitness competition during lockdown<ul style="list-style-type: none">○ Really well received and was thanked by a number of players for the competition helping them through lockdown● Return to hockey engagement<ul style="list-style-type: none">○ Ensuring we get as many members back to playing hockey as possible and bringing the club together through social media and SPOND posts to keep everyone in the loop and to encourage participation.● Social media engagement<ul style="list-style-type: none">○ Weekly posting and engagement has led to:<ul style="list-style-type: none">■ Facebook - increased from 544 to 614 followers - 12.9% increase■ Facebook - page reach increased by 674% to 12,251 since October 2020.■ Instagram - increased from 932 to 1053 followers - 13% increase○ Post results:<ul style="list-style-type: none">■ Most engaging posts: Strava competition winners, Will Kellett Mens 1st Captain, Baby Boom post.■ Highest reaching posts: Weekend cook and bar manager post, Julia's first BHC match post, player recruitment post.● Recruitment<ul style="list-style-type: none">○ Job specs created and advertised for several paid and volunteer positions○ Two positions now filled○ BHC recruitment brochure created○ BHC volunteer brochure created● Website improvements<ul style="list-style-type: none">○ A lot of work has gone into making the website more user friendly following the survey. The main changes are:<ul style="list-style-type: none">■ Summer Hockey section■ Vacancies section■ Reorganised team pages■ Reorganised the menu items■ Announcement banner added■ Made mobile friendly for pages not working■ Created 'why play for BHC' page■ Individual committee member pages created■ Reorganised membership section● Club History<ul style="list-style-type: none">○ Gathering historical photos and articles and scanning them in order to create a digital archive of the club's history and share this with current members● Blogs<ul style="list-style-type: none">○ Began a blog section this year which will be continued
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Key Challenges	<p>Lockdown was definitely a challenge to keep creating quality content in order to keep club members engaged with BHC. Having said that, club members were fantastic and really got involved with the competitions and keeping in touch series on social media!</p> <p>Engagement from the Ladies section and Junior section has been wonderful but it has been a challenge to get the Mens section more involved in terms of sharing content and communicating with the rest of the club. We would love to see this improve going forwards and see the Mens section really get involved with club activities and increase the communication here so that the Mens section members feel a part of the wider club. It would also be great to increase club relations between all three of the sections and we need the Mens participation to do this.</p>
Future planned marketing and communication activities	<ul style="list-style-type: none"> ● Follow-up member survey to demonstrate how we have done in the last year and find out further improvement ideas ● Sponsor series social media posts ● Further work on recruitment to fill all volunteer positions - getting involved and giving back to the club is crucial in ensuring its continued success! ● Further website updates and improvements on the following sections: <ul style="list-style-type: none"> ○ Junior team pages ○ Club history section to be added to - an archive to be created ○ A review of the remaining pages - umpiring, sponsorship, facilities
Goals for 2021/2022 season	<ul style="list-style-type: none"> ● As per the Chairman's goals: <ul style="list-style-type: none"> ○ Focus on gaining more sponsors and fundraising for the club ○ Continue to engage current and potential volunteers to ensure the club's continued success ● Additional Marketing and Communication goals: <ul style="list-style-type: none"> ○ To ensure club events and activities are communicated in such a way as to make all BHC members and guardians feel included and involved. ○ To continue to actively encourage and promote club cohesion between the Mens, Ladies and Junior sections.