

## Marketing and Communication Annual Report

Date report prepared: 10/07/2022

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The following items are since the last annual report in June 2021.

2021/2022 Overview of Marketing and Communication Activities	
Key Successes	<ul style="list-style-type: none"><li>● <b>Social media engagement - changes since June 2021.</b><ul style="list-style-type: none"><li>○ Weekly posting and engagement has led to:<ul style="list-style-type: none"><li>■ Facebook - increased from 614 to <b>668</b> followers - <b>8.7% increase</b></li><li>■ Facebook - page reach increased from 12 251 to <b>17 348</b>, which is an increase of <b>41.6%</b> since June 2021.</li><li>■ Instagram - increased from 1053 to <b>1120</b> followers - <b>6.3% increase</b></li></ul></li><li>○ Post results:<ul style="list-style-type: none"><li>■ <b>Most engaging posts:</b><ul style="list-style-type: none"><li>● M1 England Hockey Tier 2 Champions Post - 184 reaction, 2.4k reach</li><li>● M1 Indoor Hockey Tournament Bronze medal post - 61 reactions, 2.3k reach</li><li>● Ladies 4s mother/daughter post - 53 reactions, 846 reach</li></ul></li><li>■ <b>Highest reaching posts:</b><ul style="list-style-type: none"><li>● Bar Manager position vacancy post (through posting in local groups) - 3k reach</li><li>● M1 England Hockey Tier 2 Champions Post - 2.4k reach</li><li>● M1 Indoor Hockey Tournament Bronze medal post - 2.3k reach</li></ul></li></ul></li><li>○ Implementation of VEO match recording equipment by Head Coach - then able to use footage and create bespoke videos for social.</li><li>○ Continued posts from member and committee requests - charity events, socials, training camps, summer events etc</li></ul></li><li>● <b>Communications:</b><ul style="list-style-type: none"><li>○ MVP voting system transferred to SPOND polls</li><li>○ Weekly schedule reminders completed for first entire season</li><li>○ Weekly match results completed for first entire seasons (all entries coming in from team captains)</li><li>○ NEW Team Sheets - implementation of this system for entire season</li></ul></li><li>● <b>Membership</b><ul style="list-style-type: none"><li>○ Money collection implemented through SPOND app for first time ever.</li></ul></li><li>● <b>Website edits/improvements</b><ul style="list-style-type: none"><li>○ Updates on team captains, managers committee members completed as positions change.</li><li>○ Junior Section updated with new training blocks for 2021/22 season</li><li>○ Continual homepage banner updates with latest club information to keep new and existing members informed.</li></ul></li><li>● <b>Blogs</b><ul style="list-style-type: none"><li>○ 1st Team Mens blogs have continued this season</li><li>○ NEW 1st Team Ladies Blogs by manager this season</li><li>○ Introduction of 2s, 3s, 4s, 5s team blogs -<ul style="list-style-type: none"><li>■ some absolutely fantastic reports done in the 2nd half of the season when this was introduced. Provides a great opportunity for our juniors to build on their skillset (and add to their CV!) as well as some good fun for our senior members.</li></ul></li></ul></li></ul>

Key Challenges	<p>Recruitment and retention.</p> <p>Engagement with marketing and comms from the Men's section.</p>
Future planned marketing and communication activities	<ul style="list-style-type: none"> <li>● Follow-up member survey to demonstrate how we have done in the last year and find out further improvement ideas</li> <li>● Sponsor series social media posts</li> <li>● Further work on recruitment to attempt to fill all vacant positions - getting involved and giving back to the club is crucial in ensuring its continued success!</li> <li>● Further website updates and improvements on the following sections: <ul style="list-style-type: none"> <li>○ Junior team pages</li> <li>○ Club history section to be added to - an archive to be created</li> <li>○ A continued review of the remaining pages - umpiring, sponsorship, facilities</li> </ul> </li> </ul>
Goals for 2022/2023 season	<ul style="list-style-type: none"> <li>● Marketing and Communication goals: <ul style="list-style-type: none"> <li>○ To ensure club events and activities are communicated in such a way as to make all BHC members and guardians feel included and involved.</li> <li>○ To continue to actively encourage and promote club cohesion between the Mens, Ladies and Junior sections.</li> <li>○ To work with the committee to continually ensure the effective advertisement of vacant positions within the club to ensure the club's needs are met.</li> </ul> </li> </ul>