



Communications Strategy

2016

Communication is the catalyst for informing club members/stakeholders of vital information about hockey and engaging our club members to prolong the life of PHSK hockey club.

In order to have a successful communications plan it is important to address two types of messages correctly – Basic information and social content.

1 Target Audience

All communications are aimed at the following:

Website -

- a) Current members – Masters, Male, Female, Juniors/Parents of Juniors;
- b) Future members – Masters, Male, Female, Juniors/Parents of juniors;
- c) Hockey Victoria and Hockey Australia; and
- d) Match officials.

Emails -

- a) Current members – Masters, Male, female, juniors/parents of juniors;
- b) Future members – Masters, Male, female, juniors/parents of juniors;
- c) Hockey Victoria and Australia; and
- d) Match officials.

SMS -

- a) Current members – Masters, Male, Female, Juniors/Parents of Juniors;
- b) Future members – Masters, Male, Female, Juniors/Parents of Juniors;
- c) Public social media: Current members – Masters, Male, Female, Juniors/Parents of Juniors;
- d) Future members – Masters, Male, Female, Juniors/Parents of Junior;
- e) Hockey Victoria and Australia;
- f) Private social media: Current members – Masters, Male, Female, Juniors/Parents of Juniors; and
- g) Future members – Masters, Male, Female, Juniors/Parents of Juniors.

2 Key Messages

Basic hockey information needs to be up to date, accurate and always on time. This information (match times, team lists, locations etc.) can change daily so a dedicated resource must ensure this occurs.

Social content needs to be engaging to all members of our PHSTK hockey club yet never offensive. A larger risk is posed with social content yet the rewards if done



correctly can also be large. With the diverse nature of current and potential club members it is important the electronic communications policy must be enforced.

Correct templates need to be used.

Utilise spell check and correct grammar (unless clear abbreviations or shortening of words e.g. PHSK or PHSTK would be acceptable yet the use of the words “da” for “the” or “dem” for them are not acceptable. We stand to reach a bigger audience if they can clearly read and understand what message we are trying to put across).

3 Methods of Communicating

We have several touch points of electronic communication in PHSTK Hockey Club. It is important for **coaches** and each **team captain** to engage, resend and verbally support PHSTK initiatives and social activities with their own team mates.

3.1 PHSTK Hockey Club Website (<http://phskhockey.org.au/>)

Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.

No offensive content or photos will be published.

Permission from a member of the committee should be sought before publishing on this site.

If we intend to publish a photo of a child, we will take care not to provide identifying information.

We will seek feedback from members to improve the information available on the site.

3.2 SMS APPS & Email

Committee members, coaches and team managers may use SMS APPS and email to provide information about competition, training, club-sanctioned social events and other club business, however:

- a) SMS messages should be short and about club/team matters;
- b) Email communication will be used when more information is required; and
- c) Communication involving children will be directed through their parents.

3.3 Social Media Websites (e.g. Facebook, Instagram)

We treat all social media postings, blogs, status updates and tweets as public ‘comment’.

Postings (written, photos or videos) will be family-friendly and feature positive club news and events.

No personal information about our members will be disclosed.

No statements will be made that are misleading, false or likely to injure a person’s reputation.

No statements will be made that might bring our club into disrepute.



Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

4 Communication Priority for Hockey Season

Basic information -

- a) Match times –Secretary; and
- b) Weekly: Team selections – Coaches.

Social content -

- a) Social Events – Social coordinator, social media reps for each team;
- b) Recruitment drive: Media and communication rep. Team captains; and
- c) Ad hoc – Team photos, wins, losses, - individuals.

5 Monitoring and Review

It's is the responsibility of the individual who sends any communication to send a draft to themselves, proof read what they have written and make sure it is correct and appropriate as follows.

- a) For basic information fact checking is important.
- b) For social content the content cannot be offensive and must be relevant.
- c) All communications will be reviewed by the social media reps, marketing & communications rep and any member of the committee.
- d) If you are found breaching the PHSK hockey club's communications policy you may be removed from our social media and email groups depending on severity of incident.
- e) Passwords for social media platforms will be kept with the social media reps and committee.
- f) At any given point more than one user will have access to any platform.

“Before sending or posting anything: If in doubt please shout out.”