

# Stockton Hockey Club

## Communication Advice

### Promotion

Word of mouth is a great way to reach people. Teamo allows us to reach all our members but to generate wider interest we need members to spread the word. Friendship is a key word used to describe SHC and sometimes we need friends to get their friends involved. There are community websites for our area that love new content and we can provide it. It's important that we use photographs as they create interest and often provide links which relate in areas, we wouldn't have thought possible. Hockey is played in two local schools, Yarm and Egglecliffe, where the PE teachers are keen supporters of Stockton Hockey Club. Gary posted flyers in the primary feeder schools advertising hockey sessions. He then took 6<sup>th</sup> form PE students into the schools to coach. This generates a constant supply of talented players who enthusiastically embrace the sport and are rewarded with swift progression through the teams. Getting the parents involved socially has always been important for our development. The Centenary Games, Family Fives, Festive Games, Curry Nights, and Race Nights were all well attended and made some money!

### Media Advice

How do we engage with the media and promote our hockey club? It is helpful to have a media officer or communications officer in place! But we need individuals throughout the club to provide news. How to write a press release - Who, What, Why, When should always be covered in the first line of a press release - Bullet point key points above the header/title of the piece followed by the story - Always include a quote to give the piece colour, that could be from our chairperson – When Ged gave a match report for the 1<sup>st</sup> XI last week it got a lot of views and comments within our FB group. A picture is key in a higher enough resolution that media outlets can use, one of the club having fun is always good choice – Like the cover page of our FB group showing the players at the Centenary Games. Layout should be double line spacing - Finish the piece with the term END - Contact details of the club below the article - Add Notes to Editors at the bottom of the article, this is where we include information about the things we have talked about, for instance our club or a sponsor mentioned. This doesn't have to be long but must include links to the website. [www.stocktonhockeyclub.co.uk](http://www.stocktonhockeyclub.co.uk) – Dennis Hooton is doing a great job updating the content. We try to have a clean and clear club website that is mobile friendly as over 50% of our traffic will be via a smart phone – We must keep the site updated and fun, using pictures to make it appealing to new members as this will be the first place they come to.

We need a hook as to why they should feature us in their paper/media. - Include if we have an increase in participation. Our <https://www.facebook.com/StocktonHockeyClub> often reaches 250 people in a week. Kevin Ward has set up this page and has editors to add content. Facebook - This audience is best suited to wanting news like articles, something they can quickly 'like'. This is where we need to make thumb stoppable content! - This page is where we share news updates, stories, images, and videos. Think about your own news feed, and pages you like, to give you an idea of what sort of content we should be putting out. How to maximise social media - Look for local community trends or groups for example mums' groups in the area perfect for our Back to Hockey sessions. Again, the word of mouth approach is vitally important. Stephen Kitching started a Sunday side which plays local clubs once a month. The children are too young, U13, to play league hockey. But

the parents are keen to play in the same team as their children. This has led to several mothers and fathers playing hockey. Sometimes returning to the sport and others taking it up for the first time. We call it Family Fives. –

Share club stories to show how welcoming, fun, and professional we are. For instance, to help advertise Back to Hockey sessions, share how someone felt beforehand and how they overcame the fear of not being any good. These are relatable stories that help break down barriers of getting into the sport. - Avoid using the same tweets as it could look like spam - Always use photos with tweets or Facebook posts. They are more likely to get further reach and engagement.

Our <https://www.facebook.com/groups/117682971578941> has its cover picture showing the variety of players who turned out for our Centenary Celebrations- Identify key followers like local media outlets and journalists –Bob Hill our administrator for the FB group was live on Radio Tees on the morning of the Centenary Games explaining our history and chatting about further events during the year to mark the event. Hashtags are key to see trends and conversations so get involved! We had Shaun Wilson, Gary Ferguson and Matt Payne using hashtags when they were playing in different master's Tournaments, and Lynne Moore did the same this year when our O50s reached the master's Final. That will help increase our followers - Content creation is the best way and most creative way to get the message across. Stories about people at our club that we can link back to people joining. - Do not link our twitter and Facebook feeds as they are different platforms for different audiences - On Facebook we should not post frequently (no more than 1 post an hour) - Up loading videos we will gain a greater reach with Instagram - This is a picture based social media platform that many of the juniors of our club will be using. - It also includes video – what works here is fun “behind the scenes” pictures/video clips. Use hashtags to help get your pictures out into the Instagram community. - Be as creative as you like with this one! May be worth seeing if a junior wants to help?

### New members

Working with the media can generate sponsorship and new members, but how do we look after our new members? How do they get their first view of the club, by our website, Facebook, newspaper article, or watching a game? Is it warm and friendly and inviting? Have they all the information they need, venue, location, direction, training, times? Do we have people who are welcoming when new members arrive? Depending on the age/ability of the new member, the relevant TM will get involved with introductions and advice. David Yule is usually at training and introduces new players to the relevant TM or coach. We link up existing members with the new and take them to the club for a pint or a coffee. Get them to join our club app teamo. There, they declare their commitment by showing their availability for training and matches and entering their contact details.