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## Communications Plan Version 1.0

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### **Introduction:**

As specified in Keilor St-Bernards Communications Policy (version 1.0) document:

The club makes use of numerous communication technologies to communicate with its members.

Our communication/s will be timely, appropriate and related to club business.

Direct communications from the club will be from members of the committee, coaches and on-line social systems such as “facebook” and the web-site which are will be managed by members of the committee.

The committee includes a 'communication” officer who has responsibility for:

- Web-site access and content.
- Creation of periodic electronic news letters.
- Development and control of on-line member surveys.
- Recommending relevant technologies for use by the club.

## **1. Technology management**

Annually the club committee or sub-committee will review the technologies that the club uses to communicate with members and the world in general.

The review will address:

### Current technology

- Applicability to the clubs operations and image.
- Problems: Technical issues. Management overheads, etc
- Costs: Web site, domain name/s, “cloud” storage, etc.
- Ease of access/use by members and committee.
- Access: Where technologies are located, user names, passwords, etc.

### Emerging technologies

- Applicability to the clubs operations and image.
- Costs
- Problems: Technical issues. Management overheads, etc.

## **2. Communications management**

Annually the club committee or sub-committee will review (in conjunction with the technology review) the usage of the communications technologies.

- Usage: Who uses what technology, hit rates, etc.
- Ease of use, overheads, administration, etc

## **3. Member communications**

General communications with members over a year will be along the lines specified in section 3 “Communications Calendar” and will utilise the club web-site, e-mail and social media technologies.

“Targeted” communications to a subset of the membership or individuals will also be made using e-mail or telephone and SMS messages as required.

## **3. Communications calendar**

The following annual “calendar” illustrates the type and timing of club to member communications anticipated with current technologies and club and Athletics Victoria programs.

<b>Date</b>	<b>Type (primary)</b>	<b>Type (secondary)</b>	<b>Reason</b>	<b>Target</b>	<b>Comment</b>
Early January	E-Mail		Post Christmas T&F events	All members	
Late January	E-Mail  Club survey		AV shield final	Members of participating teams All members	Email with link to survey
Mid February	E-mail		State/national Championships	Possible participants	
Mid February	E-mail	Facebook	Club handicap Gift	All members	Held March Labor day weekend.
End February to end March	E-mail	Facebook	Club presentation night and AGM	All members	Held in April
End March	E-mail	Facebook, Newsletter	Registration for new AV (and club) year.	All previous members.	
End April	Web-site		Update committee members, etc		
April through September	Email		Information for each AV and club winter event.	All members.	
Early September	E-mail	Facebook	Information on club winter presentation.	All members.	
Early September through mid October	E-mail	Facebook, Newsletter	Information on registering with the club and AV. Information on T&F training and AV competition.	Current members and members from previous year.	
Mid October to December	E-mail	Facebook, Newsletter	Club and AV event information/changes.	Current members.	