



## Communications/PR & Cultural Worksheet

In five years we will be able to say:

“Our club is the best possible sporting, cultural and social organisation in our community. All our members and supporters are connected through traditional and new media. Our members in the community are aware of everything that is happening in the club.”

### Topics to consider:

- Who is it we want to communicate with?
  - Internal: Members/players/officials/etc.;
  - External: Community/non-members/media/other clubs/etc.;
- What should we be communicating?
  - Club activities/matches/results/developments/etc.;
- How do we communicate?
  - Club website, Facebook, Twitter, email, etc.;
  - Club Newsletter;
- Scór;
- Support for PRO – IT Officer;
- Role of Delegates.

These topics are guidelines for discussion, and while your group is expected to discuss each of the topics above, your discussions are not limited to them. Feel free to discuss other topics on this subject and make relevant notes.

On the next page, please make notes on what your group believes the club should do over the coming five years to improve the communications, PR and cultural aspects of the club.



## Communications/PR & Cultural Worksheet

What should we ***Start Doing?***

- 1.
- 2.
- 3.
- 4.
- 5.

What should we ***Continue Doing?***

- 1.
- 2.
- 3.
- 4.
- 5.

What should we ***Stop Doing?***

- 1.
- 2.
- 3.
- 4.
- 5.