

## Communications Report 2024 from Nick Lincoln, Communications Officer

Through club communications, we want to help ensure that everyone gets the most out of their membership and is encouraged to get involved with all the club has to offer.

We communicate with members and prospective members through:

<b>Printed communications</b>	<b>Digital communications</b>
<ul style="list-style-type: none"><li>● Outside noticeboard (public)</li><li>● Clubhouse noticeboard (member)</li></ul>	<ul style="list-style-type: none"><li>● Facebook (public)</li><li>● WhatsApp Groups (member)</li><li>● Email newsletter (member)</li><li>● Website (public and member)</li><li>● Twitter (public)</li></ul>

The regular emails newsletters to the membership remain the primary source of communication. This year, we have refreshed and updated the layout of these to make them easier to read, and ensured the branding (colours) used match those of the club website.

The resurfacing saga in the summer saw seven subject-specific emails sent to all members, helping to keep them informed of the progress without overwhelming their inboxes.

Behind the scenes we managed a seamless migration of the club website to a new hosting service, after the previous server was retired. Throughout the year we have worked to make sure information on the website was updated where necessary.

We continued to introduce the use of Google Forms for tournaments, surveys etc. These give the organisers direct access to enrollment information and have helped streamline communications.

I'd like to say a thank you to:

- Sam Summer, for his help in devising graphics for the event posters, and who kindly creates video content from our events to use in our newsletters/on our club website
- Sarah White, for helping me as I got to grips with the role, previously hers.
- The club coaches for supporting the WhatsApp Groups
- Members who kindly share photos/ content for addition into the newsletters

If you've got any ideas/things you'd like to see around club communications please do share these with us.