



Portsea SLSC Communications Strategy 2018

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Strategy Aims

This report has been developed by past secretary Ian Campbell and past Club Captain Jo Lynch with input from past Club Captain Sophie Riddell and past Communications Director Nick Tissot. It has been revised by current Club Captain, Matt Perrott.

The objective of the Communications Strategy is to provide a framework for how we communicate with our members and the community more broadly, as we seek to improve engagement and leverage the capabilities of our website and other technologies.

Strategic Aim	Actions / Responsibilities	Status
Establish a communications team structure	Management Structure based on committee portfolio function and content type.	Communications role/team is currently being reviewed.

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Strategic Aim	Actions / Responsibilities	Status
Define the responsibilities of Communications Director	<p>The Communications Director is responsible for managing Portsea’s communication and engagement with club members and the public through:</p> <ul style="list-style-type: none"> • Publication of the eBoomer and Boomer, including collation of content, editing and distribution; • Engagement through social channels; • Maintenance and ownership of the Article Manager section of the Portsea website; • Development of content for all communication channels and platforms, including organising: <ul style="list-style-type: none"> ○ Photographs from all events ○ Reports from all (noteworthy) events ○ Videos from camps ○ Short advertising videos from (noteworthy) activities • Manage a communications sub-committee • Manage all PR e.g. local newspaper, LSV, radio <p>Development of a communications team to work under the Communications Director is vital to ensure the development of this growing portfolio. Early identification of a potential successor is also crucial for continuity over successive years.</p>	Communications role/team is currently being reviewed.
Define the responsibilities of Committee members relating to provision of content	<p>Every member of the Committee must provide content relevant to their role in Attachment 1.</p> <p>This content can be authored by the director member personally or sourced from other members within their area of responsibility.</p>	Completed

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Strategic Aim	Actions / Responsibilities	Status
Define the platforms or channels to be used to target the various demographic audiences.	Refer to section Communications Channels below.	Completed
Define the style and frequency of communications to the membership base	Refer to chart Publishing Timetable below.	Completed with some changes to be implemented in 2018-19 season.
Improve the timeliness, quality and accessibility of information available to Active and associate members of Portsea	Content is key. The website backend is currently undergoing a rebuild (switching to Wordpress). The new backend should facilitate better content management. The defined management structure with clear responsibilities for provision of news, commentary and articles is expected to ease the burden on the Club Captain and Communications Director.	Communications Director needs to collect content from the relevant people.
Increase the number of members and visitors to the Portsea Website	Prompt updating of content on the website is vital to attract and maintain interest. Stale and old news alienate our membership. Up to date content will also cut workload in responding to general enquiries. The ease of operation of the new website will contribute greatly to the currency of content.	Use Page views as a measure.
Increase the amount, quality and relevance of coverage of Portsea's activities in local and Victorian media	Establish contacts within the local and state media by providing content including statistics, news, images and video from all aspects of the club's operations.	

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Communication Channels

In order to reach all members across our diverse membership base it is necessary to utilise a range of communication channels including traditional methods (printed and email newsletters, and website), as well as using the existing and emerging social media platforms.

Portsea will undertake communications activities through the following channels in 2018 - 2019:

Channel	Details
Portsea SLSC Annual Report	<p>The regular Boomer reports should form the basis for most reports for the annual report</p> <ul style="list-style-type: none"> • List of Directors and Sub Committee members • Report from each of the Directors • Special Events Reports • Acknowledgment of sponsors • Vale • Full competition reports • Club Awards • Award Totals • Membership category lists • Bronze, Cadet & Nipper lists • Financial Report • Audit Statement • And every 10 years: • List of all major office holders since inception • List of main trophy winners since inception. <ul style="list-style-type: none"> • Update the dot-point history that was included in 2009/2010 annual report. <p>Printing of the Annual Report. The members should be directed to a web page to place an order for a hard copy. The PDF should be available on the club webpage for downloading or reading online.</p>
Boomer Newsletter	<p>A twice/thrice yearly publication of full colour Boomer posted to all members (excluding Nippers), and lapsed members from past 2 years.</p> <p>November (Pre season), February (mid season - potentially) and June/July (post awards night and end-of-season).</p> <p>Availability of this publication as an ebook or PDF on the Portsea website.</p> <p>The printed Boomer captures in detail the key activities and news about the club and provides a rich source of information</p>

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Channel	Details
	<p>to be retained for historical purposes (ie Annual Reports and archives).</p> <p>Responsibility for managing the Boomer is with the Communications Director and Boomer Editor, supported by the Club Captain, President and Secretary.</p>
eBoomer Newsletter	<p>Published fortnightly with news, images and calendar of upcoming events, providing a synopsis of major articles to subsequently be included in later Boomers.</p> <p>Provide links to Website for longer articles.</p> <p>Responsibility for managing eBoomer communications is with the Communications Director and team.</p>
Portseasurf website	<p>Timely update of news items on the website.</p> <p>Updates published fortnightly in line with the eBoomer presenting a synopsis of major articles to be included in later Boomers</p> <p>Links to special events entry pages.</p> <p>Responsibility for managing the website is with the Communications team.</p>
Social Media - Facebook	<p>Establishment of a number of focused Facebook pages for the following categories:</p> <ul style="list-style-type: none"> • Portsea SLSC Patrols • Portsea SLSC Social • Portsea SLSC Competition Team • Portsea SLSC IRB Drivers & Crewman • Portsea SLSC Education <p>Consider a dedicated Bronze/Cadet and Nipper presence.</p> <p>Explore potential to auto feed content from Portsea website.</p> <p>Responsibility for managing social media communications is with the Communications Director with delegation to board members for individual Facebook pages as described in Attachment 1.</p>
	<p>Page owner is also responsible for listening to comments made on each page and escalating any issues to the Communications Director to draft / manage any response.</p>
Social Media - Twitter	<p>Establishment of a Portsea Twitter presence to compliment the Facebook presence.</p> <p>Explore potential to auto feed from Portsea website.</p>

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Channel	Details
	<p>Twitter account owner is also responsible for moderating comments made on each page and escalating any issues to the Communications Director to draft / manage any response.</p> <p>Twitter account should be utilised for shorter/immediate news ie live competition results, PSC results, Presidents Clubs etc.</p>
Social Media - Instagram	Establishment of a Portsea Instagram account and appoint manager.
Social Media - Smugmug	Use Smugmug as the repository for all Portsea photos. [Responsibility to be agreed]
Email	<p>This medium remains key for communication to members yet to adopt new and emerging social media platforms.</p> <p>Communication of other member specific items including: Membership fees due; password notification, imminent opening of special events, training camps.</p> <p>Responsibility for managing email communications is with the Communications Director and Secretary with delegation to board members as required.</p>
Team App	<p>Communication of Nipper program details throughout program.</p> <p>Communication amongst various competition teams.</p> <p>Use of TeamApp or something similar to be explored for Patrol groups as well.</p>
Text Messaging	<p>Communication of immediate or urgent items including shortage of patrol members for a rostered patrol and cancellation of special events.</p> <p>Responsibility for managing text communications is with the Communications team.</p>
Media and PR	<p>Increased exposure of Portsea through state-wide and local news (print and online) and radio media to generate interest, new members and possible sponsorship and support.</p> <p>This will be accomplished through identification of and establishing contact with journalists to assist in news development and dissemination of strategic, timely and newsworthy content.</p> <p>This exposure is useful when engaging in discussions with potential sponsors.</p>

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Channel	Details
	Responsibility for managing media and PR communications is with the Communications team.

Communication topics

Boomer and eBoomer

The following is a list of current and future topics that are provided for inclusion in the eBoomer, and Boomer.

- Presidents Column
- Club Captain Column
- Education Report / Training
- Patrols and rosters
- History Article
- Equipment Report
- Lifesaving Rport
- Nipper Report
- Presentation Night Report
- Calendar
- Competition, Senior, Masters, Nipper, IRB
- Social
- Special events Swim Classic, P2P
- Junior events
- Red and White (gossip and social news) – a new mechanism of gathering this information is required
- Development Camps and Leadership Forums
- Event history
- Tips from the Masters,
- "5 minutes" with a member / associate, with interviewees representing our broad membership base.
- Persistent footer containing any of:
 - Upcoming events
 - Patrols for the coming weekend

Social media

The following is a list of potential subjects for social media, the potential is endless:

- A quick word from the President / Club Captain
- Patrol updates
- Competition results
- Social events and invitations
- Photos and video of patrol, competition, education programs, social events etc
- Surf / patrol conditions
- Patrol stats, attendance and accolades
- User submissions

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Publishing Schedule - Boomer / eBoomer

The Boomer (**B**) is to be published two or three times per year, in October/November (Pre season), February Mid Season and June/July (post awards night and end-of-season). The re-introduction of a mid-season Boomer in January/February should be explored dependant on member feedback and Communications Sub-Committee time commitments.

The fortnightly eBoomer (**eB**) is published first and third Mondays and is represented in the chart below by month followed by the fig 1 or 2. Eg

Apr 1 = first Monday of April

Apr 2 = third Monday of April

A **weekly** eBoomer should be considered throughout the January period.

The following plan is a basis for editions, and necessarily expands with additional news.

NOTE: In recent years, the “eBoomer” publication and using our email service for general reminders have melded together. It has been suggested that these should be kept separate. A rebranding of both the eBoomer and “general news” is thus required to differentiate the two. This method should be trialed for the 2018-19 season with the objective of consistent communication while remaining conscious of not “overloading” information.

Note: This chart is a work in progress.

Date	Channel	Content	Contributor
Aug 1	eB	Nippers, Cadets, Bronze on-line applications available. Priority rego early September, General rego mid September.	Nipper Administrator, Education Director
Aug 2	eB		
Sept 1	eB		
Sep 2	eB		
Oct 1	eB	Training notes	Education team
Oct 2	eB		

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Date	Channel	Content	Contributor
Nov 1	B	<p>Pre-season November Boomer Strategic initiatives for season Patrol lists Patrol captain contacts Patrol roster Working bee dates Social and events calendar</p> <p>Word from the President Club rules; patrol rules for season Camps now full Training / Competition</p>	<p>Comms team Club Captain Lifesaving Director Lifesaving Director Lifesaving Director Clubhouse Director Social Director</p> <p>President Club Captain Education Director Comp Director</p>
		IRB Article from previous season. This misses the end of season Boomer dut the July competition date.	
Nov 2	eB	<p>Hard copy Boomer (Pre season edition) in post this week Training - call for instructors Patrol captain contacts Patrol roster Patrol lists Working bee Requal dates Training / Competition</p>	<p>Education Director Lifeaving Director Lifesaving Director Lifesaving Director Clubhouse Director Education Director Comp Director</p>
Nov 2 or Nov 3	eB	<p>Club rules; patrol rules for season Feedback from week one of patrols Reminder about requal this weekend Word from club captain Social and events calendar and preview of social season Merch Reminder</p>	<p>Club Captain Lifesaving Director Education Director Club captain Social Director Merch subcomm</p>
Dec 01	eB	<p>Bronze Camp preview Word from the Captain Patrol lists Patrol captain contacts Patrol roster Social and events calendar</p> <p>Nippers</p>	<p>Bronze Chiefs Club Captain Lifesaving Director Lifesaving Director Lifesaving Director Social Dir</p> <p>Nipper Director</p>
		Save your skin - moles and melanomas Sun Awareness – More general health and safety message?	Club Medical Advisor
Dec 2	eB	<p>Christmas message carnival results</p>	<p>Pres / Club Captain Comp Director</p>
31-Dec-08	eB	<p>Door knock details IRB training - district</p>	<p>Ops team Comp Director</p>
Jan 1		Swim classic preview	Swim Classic Director

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Date	Channel	Content	Contributor
		Bronze Camp wrap up Social and events calendar	Bronze Chief(s) Social Director
Jan 2	eB	Swim classic results carnival results Club champs reminder Merch reminder	PSC Director Comp Director Comp Director Merch SubComm
Jan 1	B	January Edition Boomer (potentially) Club champs wrap up Word from the Club Captain Swim classic results Bronze Camp wrap up Cadets wrap up Nippers wrap up Training and competition update	Comp Director Club Captain PSC Director Bronze Chiefs Cadet Chiefs Nipper Director Comp Director
Jan 2	eB	Hard copy Boomer (January Edition) in post this week (if done in particular year) Carnival results Nippers wrap up	Comms team Comp Director Nipper Director
Feb 1	eB	carnival results	Comp Director
Feb 2	eB	carnival results	Comp Director
Mar 1	eB	S carnival results	Comp Director
Mar 2	eB	Pier to Perignon results and article Silver Camp Dates circulated	P2P Director Education Director
Apr 1	eB	Presentation night details and registration link	Social Director and Comp Director
Apr 2	eB	Call for Wall of Fame Nominations	WoF Subcommittee
May 1	eB		
May 2	eB	Silver Camp applications available	Education Director

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Date	Channel	Content	Contributor
		Hard copy Boomer (end of season edition) in post this week	
June	B	Post Season Boomer M&LD Article P2P Article IRB Competition results Presentation Night Article and awards Refer to the articles in the June 2018 Boomer and insert those you think belong here.	MLD Director P2P Director IRB Team Camptain
June 1	eB	M&LD Opportunities	M&LD Director
June 2	eB		
July 1	eB	Advertise AGM	Secretary
		Part time Bronze dates confirmed and applications available	Part-time Bronze chiefs, Education Director
July 2	eB	Membership renewals reminder	Secretary IRB Team Leader

Social media publishing

Current content is critical to ensuring social communities remain engaged with any social media channel.

The club website is a key component of this communication strategy and followers should be directed here for more information.

Each page/channel must be supported by the owner of that page to ensure a consistent presence. Content needs to be consistently updated and contain accurate information.

A content plan can assist with understanding why we are communicating on that channel and what content will be delivered there. Consider using a social media editorial calendar or scheduling tool.

Timeline and Review

This PSLSC communications strategy was initially created in the 2014-15 surf lifesaving season. Many relevant parts have been kept and refined for the 2018-19 season, and this document provides the basis for a strategy in subsequent years. The strategy is to be reviewed and refined at least annually.

Extra goals for 2018-19 season (and beyond)

- Overhaul graphic design – ensure all design assets are consistent, including:
 - o E-Boomers
 - o Club letterhead
 - o All club documentation
 - o Boomer (currently in a good state)
- Overhaul of website backend to:
 - o make content/news modification more accessible
 - o better administer member access for content creation and moderation
- Switch to better email provider
 - o We need a more user friendly way of administering email that more people have access to
 - o We need drag and drop functionality to create beautifully formatted email without hassle
 - o A service like Mailchimp may work. This database would need to be integrated with our current COL database and stay in sync (e.g. manage signups and un-subscribers).
- Implement an FAQ section on website
- Utilize video better
 - o Every video we've done has had fantastic engagement
 - o Key to this will be:
 - Organizer
 - Videographer at events
 - Someone to edit the videos
- Seek member feedback on more items e.g. this document!