



COMMUNICATIONS FOR SPORTS CLUBS

SESSION 1
HOW TO COMMUNICATE
FOR YOUR SPORTS CLUB



INTRO

ANNA RIORDAN | AER MARKETING



WHAT WILL YOU GAIN FROM THIS COURSE?



CONTENT TAILORED FOR SPORTS CLUBS

BUILDABLE FORMAT

READY TO USE RESOURCES

RECORDED DEMONSTRATIONS TO WATCH BACK + Q&A

RELEVANT, IMPACTFUL ACTIVITIES

FREE OPTIONS, NO AD BUDGETS REQUIRED



WHAT WILL YOU GAIN FROM THIS COURSE?



ATTRACT
NEW
MEMBERS



RAISE
AWARENESS OF
THE CLUB



RECRUIT NEW
VOLUNTEERS



SECURE
FUNDING

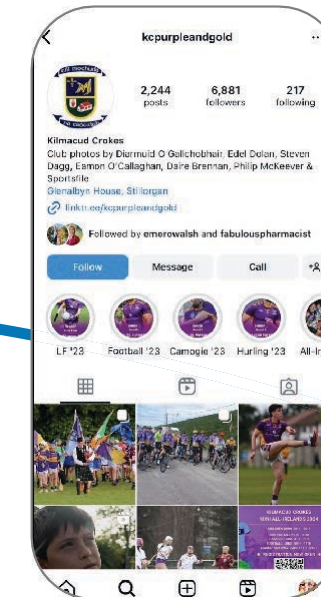
THE BEST WAYS TO COMMUNICATE FOR YOUR CLUB IN 2024

GRAPHIC DESIGN

MESSAGING & CONTENT

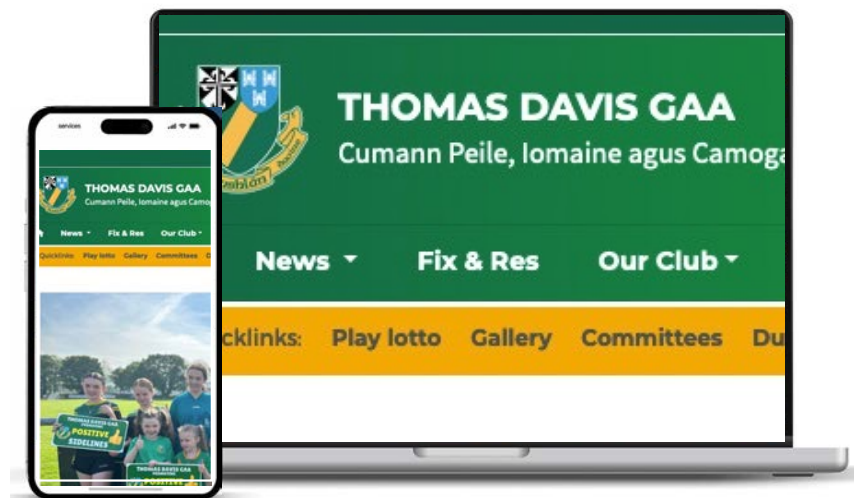


SOCIAL MEDIA



CREATING YOUR CLUB'S
COMMUNICATIONS PLAN

WEBSITE



OFFLINE
POSTERS /
FLYERS



TOOLKIT OF RESOURCES - READY TO USE RESOURCES

CLUB COMMUNICATIONS CALENDAR					HOW
SAMPLE WEEK					Open Your Club Content E
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	Identify the content themes
Website Update	Social Media		Social Media		Schedule activities (from Ac
Fact check Activities page Call To Action is clear 'How To 'Get In Touch'	Whether you're into running, jumping, throwing, or just looking for a fun way to get fit, [Club Name] welcomes athletes of all levels! Drop into the club to see what you might like to join...				Use empty fields under Promote O
WEEK 1					Follow other sports clubs at that w
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
Local Advertising	Social Media		Social Media		

COMMUNICATIONS CALENDAR

CONTENT BANK SPORTS CLUBS				
CONTENT TYPE	TITLE	CAPTION	IMAGE / VIDEO SUGGESTION	HASHTAGS always add #clubhashtag
JOIN OUR CLUB	General callout	Ready to take your game to the next level? Join [Club Name] and become part of a club dedicated to development, fun, and community. We're looking for players of all ages and skill levels!	Group photo of the team celebrating after a match or during training, with a call-to-action overlay encouraging sign-ups.	#JoinTheTeam #clubhashtag
JOIN OUR CLUB	Parents / Guardians	Looking for a fun, supportive environment for your child to grow and learn? [Club Name] offers expert coaching, life skills development, and a safe place to make friends. Sign up your child today!	Photo of young players having fun during training or matches, with a message focusing on skill development and community.	#YouthFootball #DevelopSkills
JOIN OUR CLUB	Confidence	Our club isn't just about football—it's about boosting confidence and encouraging teamwork in young players. Sign your child up today and watch them thrive both on and off the pitch!	Image of happy smiling child	#YouthDevelopment #JoinOurFamily
JOIN OUR CLUB	Age specific	We're looking for new members to join our [Age Group] team! Whether you're just starting or already have some experience, [Club Name] is the perfect place to develop your skills. Sign up now!	Photo of young players in action with a specific call-out for that age group (e.g., U10, U12, U16).	#YouthFootball #NextGeneration
JOIN OUR CLUB	Parents / Guardians / safe environment	As a parent, you want the best for your child. At [Club Name], we provide a safe, nurturing environment where young players can grow in confidence, make friends, and develop their football skills. Sign up today!	Parent testimonial video or quote about how the club has positively impacted their child.	#FootballForKids #ParentSupport

CONTENT BANK

WELCOME TO THE DLR SPORTS PARTNERSHIP MARKETING HUB

SESSION 1: MARKETING YOUR SPORTS CLUB

Click the image to play the video

KEY TAKE AWAYS

1. How Digital Marketing Will Benefit Your Club
2. Samples of Great Club Marketing in Action
3. Branding - How Your Club Can Look Great Online

PRESENTED BY: ANNA RIORDAN

SESSION 1 DOWNLOADS & WORKSHEETS

- MARKETING CALENDAR - Click to download
- CLUB BRAND KIT - Click to download
- CLUB LOGO - Click to download

CONTACT GROUP for ADVICE AND SUPPORT [click here](#)

CLUB ACCESS & LOGINS

- WEBSITE
- SOCIAL MEDIA
- EMAIL

ACCESS TO DLR COMMUNICATIONS HUB

FLYERS & POSTERS



GOAL PLANNING

GOAL PLANNING FOR YOUR CLUB

HEADLINE GOALS
By setting your club's headline goals, you will develop a focus and identify target audiences for your communications.

How Many New Members Do You Want? _____

What Age Group(s) & Profiles Do You Want To Reach? _____

Are There Certain Disability Groups / Schools / Youth Clubs You Want To Get Front Of? _____

Do You Need Volunteers/For What Roles? _____

Are You Looking To Attract Sponsors? _____

Do You Need Funding? _____

Do You Want To Hold Open Days? _____

List Any Additional Goals: _____

SOCIAL MEDIA POSTS



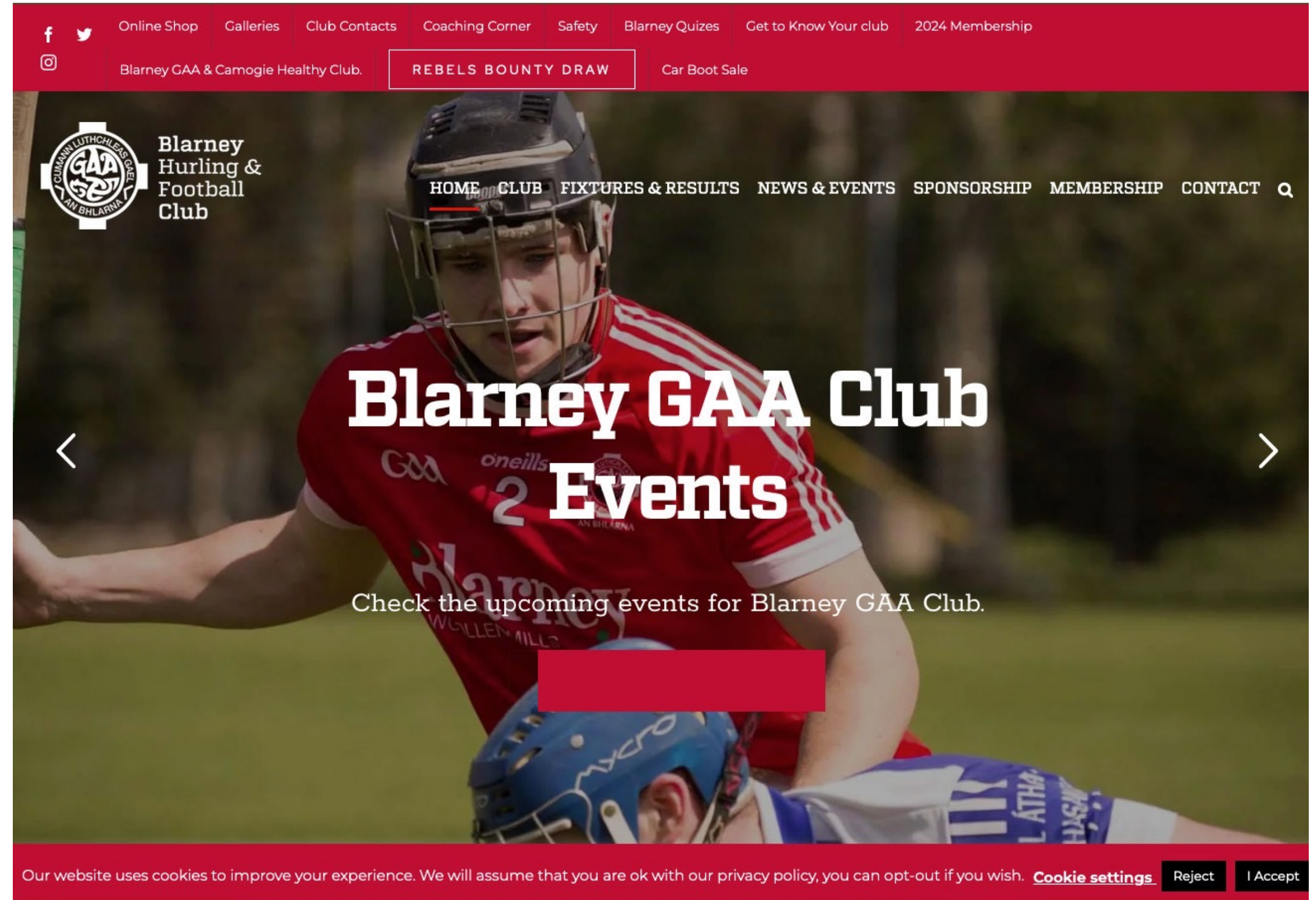
DISCUSSION:

NAME THE BIGGEST CHALLENGE
FOR YOUR SPORTS CLUB?



INSPIRATION:

STRONG EXAMPLE
OF SPORTS CLUB
WEBSITE & BRAND





INSPIRATION:
STRONG
EXAMPLE OF
SPORTS CLUB
SOCIAL MEDIA

Whitlingham Boathouse, NR14 8TR | Our Sponsors | Report an incident | Training Schedule

NORWICH CANOE CLUB

HOME | JOIN US | LEARN TO KAYAK | PADDLING WITH A DISABILITY | CLUB INFO | NEWS | RACING | CONTACT

NORWICH CANOE CLUB

At heart we're a racing club, but life's not about winning: it's about learning and growing. At Norwich we have an inclusive and welcoming community where you can make friends, have fun, feel safe, train hard and fall in love with the sport as you strive towards your own personal goals

[LEARN TO KAYAK →](#)

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WEAK EXAMPLE

+

NO WEBSITE

Reliant on a social media platform that can be shut down at any time

Excludes non social media users

Gives visitors limited information

Reduces Sponsorship Opportunities



The screenshot shows the homepage of the Stretford Wheelers Cycling Club website. The header is dark blue with a navigation menu containing 'Home', 'Events', 'Rides', 'Racing', 'Gallery', 'Contact', and 'Fo'. A logo for the club is positioned on the left side of the header. Below the header, the main content area features a large background image of a winding road through a green landscape. The text on the page includes a welcome message, several questions for potential members (e.g., 'Are you tired of cycling on your own?', 'Want to meet/make new friends...'), and a paragraph of introductory text. On the right side, there are sections for 'Latest News Posts' and 'Order Club Kit', along with social media icons for Facebook, YouTube, and Twitter, and a button to 'Follow @stretfordwhls'.



GOAL PLANNING

IDENTIFY YOUR FOCUS


WHAT WE WANT TO SAY, DO AND CREATE

WRITE IT DOWN

STORE AND REFER BACK OFTEN

SHARE WITH OTHER CLUB VOLUNTEERS
/ COMMITTEES / CHAIR



GOAL PLANNING FOR YOUR CLUB 

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Are You Looking To Attract Sponsors? _____

Do You Need Funding? _____

Do You Want To Hold Open Days? _____

List Any Additional Goals:



PART 2

HOW TO CREATE A GREAT ONLINE PRESENCE FOR YOUR CLUB

BRANDING CHECKLIST

1. Do You Have A Logo For Your Club?
2. Do You Have A Designated Font, Colour Scheme and Imagery For Your Club?
3. Do You Feel That Your Current Brand Reflects The Club That You Are Today?

SESSION 2 (GRAPHIC DESIGN)

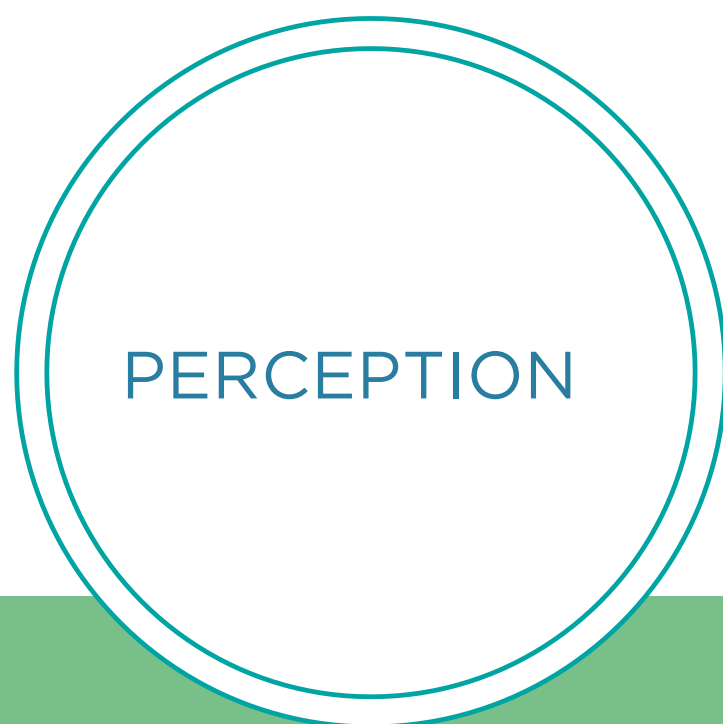
will show you how to create a great brand for your club



PURPOSE OF A GREAT BRAND



It's more than just a logo....



COMPONENTS OF A STRONG BRAND

STARTS WITH VALUES & MISSION

- Inclusive, Embedded In Community, Welfare

tone & messaging

- Friendly vs Formal

BRAND PERSONALITY

- Align With Audience

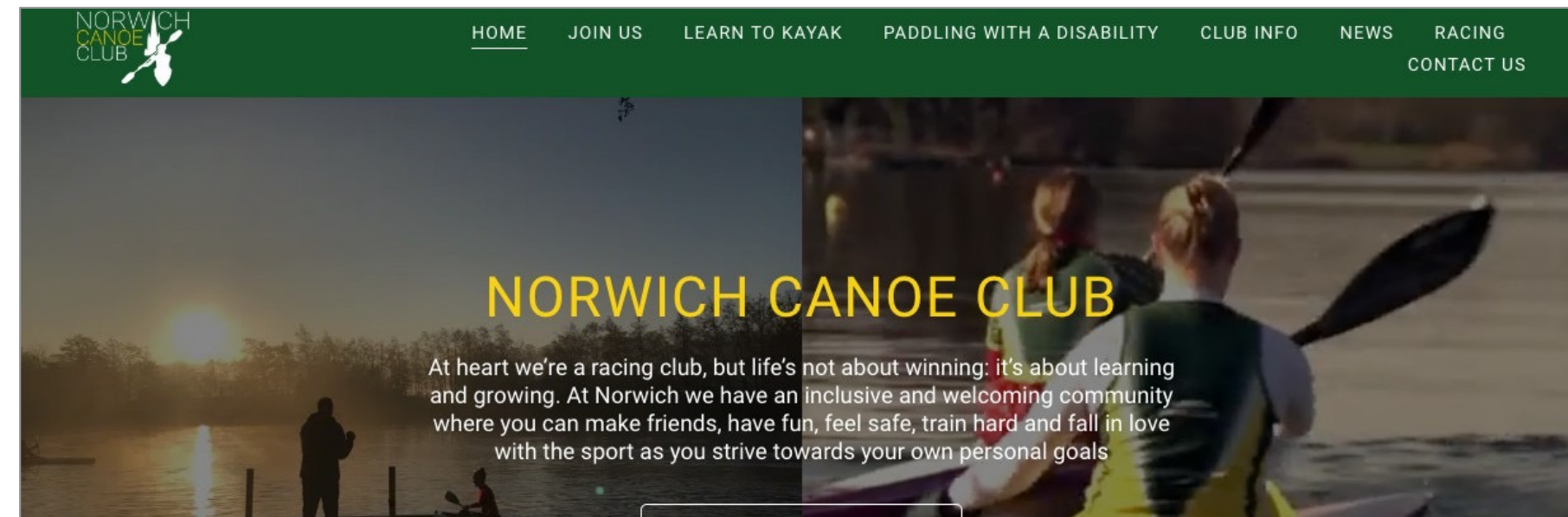
VISUAL IDENTITY

- Unique & Recognisable

COMMUNITY ENGAGEMENT

- Events, Partnerships, Social Media

CONSISTENCY ACROSS PLATFORMS....



AN INCLUSIVE CLUB FOR ALL AGES AND ABILITIES

Norwich Canoe Club is recognised by Paddle UK as a centre of excellence for training and racing in flat water sprint and marathon kayaking. Our Mission is to encourage and support all paddlers from complete beginners to international athletes to be the best that they can be. We are a charity using funding and club income to reinvest in our community and club.

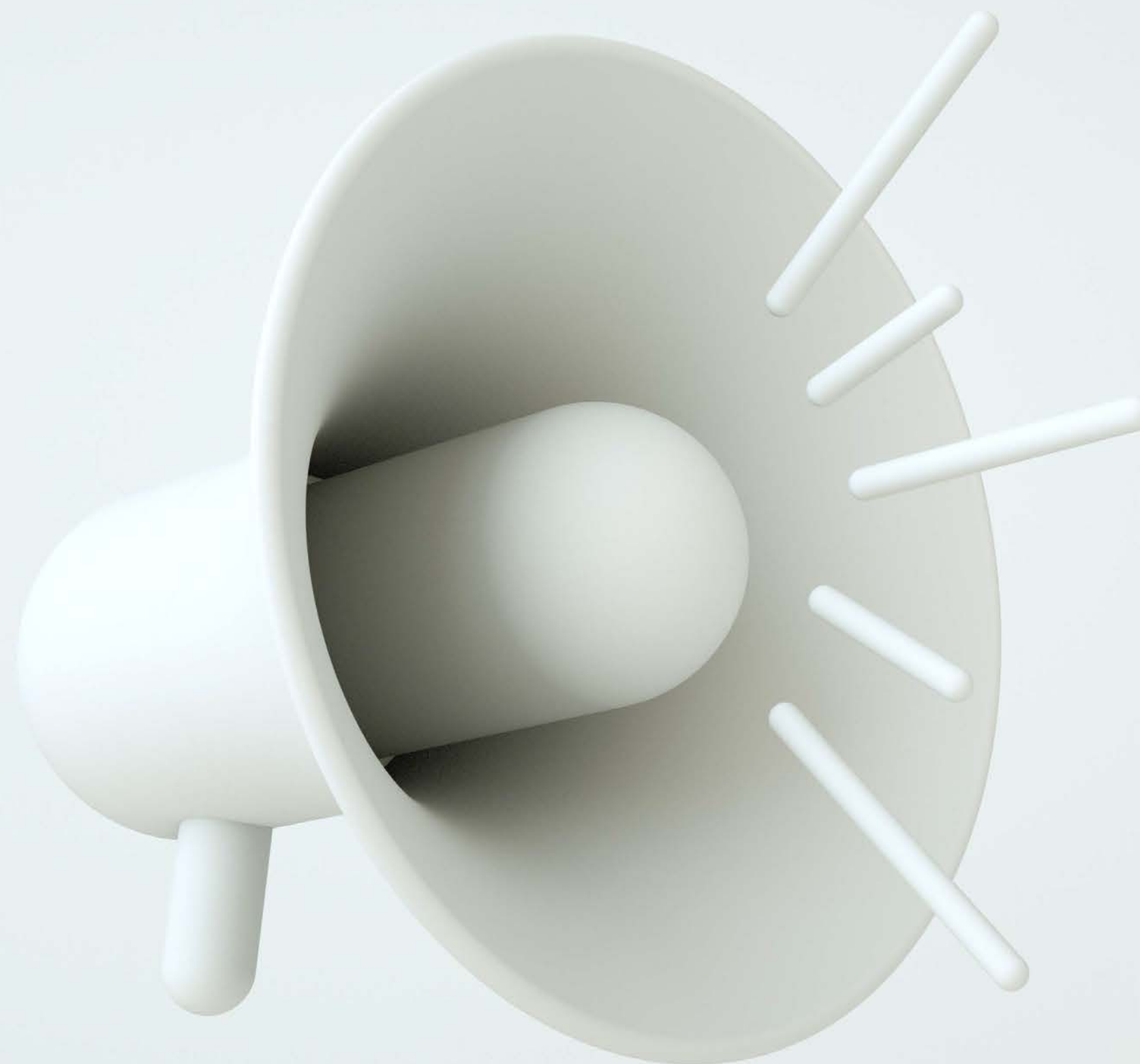
SCHEDULE YOUR MESSAGING

INTRODUCING YOUR SPORTS CLUB COMMUNICATIONS CALENDAR

DÚN LAOGHAIRE - RATHDOWN SPORTS PARTNERSHIP SPORT IRELAND					CLUB COMMUNICATIONS CALENDAR	
SAMPLE WEEK						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY		Open Your C
Website Update	Social Media		Social Media			Identify the c
fact check Activities page Call To Action is clear 'How To Get In Touch'	Whether you're into running, jumping, throwing, or just looking for a fun way to get fit, [Club Name] welcomes athletes of all levels! Drop into the club to see what you might like to join..					Schedule acti
						Use empty
WEEK 1						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY		Follow other s
Local Advertising	Social Media		Social Media			
WEEK 2						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY		

PART 3 MESSAGING

WHAT TO SAY IN YOUR CLUB COMMUNICATIONS



GET STRATEGIC & PLAN AHEAD

WHO ARE YOU TARGETING?

REFER BACK TO GOALS

GOAL PLANNING FOR YOUR CLUB



HEADLINE GOALS

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Are You Looking To Attract Sponsors? _____

Do You Need Funding? _____

Do You Want To Hold Open Days? _____

List Any Additional Goals:

OFFERING



WHAT DOES YOUR CLUB OFFER?

Describe the sports / activities / classes / programmes / training that your club provides + any unique or special services included

VALUE PROPOSITION / POINT OF DIFFERENCE

Community support, facilities, coaching quality, etc.

MESSAGING THEMES

Health & Fitness Benefits, Social Connection & Community, Skill development, competition etc.

WHAT IS YOUR
CLUB'S
VALUE PROPOSITION
(OFFERING)?

MESSAGING THEMES

HEALTH & FITNESS BENEFITS

ABOUT THE CLUB - LEGACY

DEV SKILLS / FITNESS ADVICE

COMMUNITY CONNECTION

WELFARE

EMOTIONAL



TAILORED + CALL TO ACTION



SOUTHWARK ATHLETICS CLUB LONDON

HOME

Southwark Athletics Club

WE OFFER JUNIOR AND SENIOR TRAINING IN DISTANCE RUNNING, SPRINTS, JUMPS AND THROWS FOR ATHLETES OF ALL ABILITIES.

WE ARE A FRIENDLY AND INCLUSIVE ATHLETICS CLUB BASED AT SOUTHWARK PARK ATHLETICS TRACK - MAKING US ONE OF THE MOST CENTRAL CLUBS IN LONDON.

JOIN US

CONSISTENCY...

southwarkac Follow Message

267 posts 1,354 followers 911 following

Southwark Athletics Club
Southwark AC is a friendly EA affiliated athletics and running club based in the heart of London. Join us! #southwarkac
Southwark Athletics Centre, Southwark Park, Hawkstone Road, London, United Kingdom SE16 2PE
www.southwarkac.org

Summer Ca... Junior Camp Guy Hawkes... 2023 2023 SAL Junior Comps Club Kit!


POSTS REELS TAGGED

GRAB A SPOT!
Due to ongoing demand our fab coaches have agreed to **TWO** Saturday Junior training sessions. We start tomorrow at 9.30am.
Currently no waiting list!
🐾🐾
So sign up now for summer training - link in bio

LAST CHANCE!
Our **Summer Camp** starts next week
Mon 29 - Wed 31 July, 10am-1pm
Open to non-members!
Book now:
<https://hosted-uk.coacha.app/US69PG8B>

INTRODUCING YOUR SPORTS CLUB COMMUNICATIONS CONTENT BANK



		CONTENT BANK SPORTS CLUBS		
CONTENT TYPE	TITLE	CAPTION	IMAGE / VIDEO SUGGESTION	HASHTAGS always add #clubhashtag
JOIN OUR CLUB	General callout	Ready to take your game to the next level? Join [Club Name] and become part of a club dedicated to development, fun, and community. We're looking for players of all ages and skill levels! 🏆	Group photo of the team celebrating after a match or during training, with a call-to-action overlay encouraging sign-ups.	#JoinTheTeam #clubhashtag
JOIN OUR CLUB	Parents / Guardians	Looking for a fun, supportive environment for your child to grow and learn? [Club Name] offers expert coaching, life skills development, and a safe place to make friends. Sign up your child today 🌟	Photo of young players having fun during training or matches, with a message focusing on skill development and community.	#YouthFootball #DevelopSkills
JOIN OUR CLUB	Confidence	Our club isn't just about football—it's about boosting confidence and encouraging teamwork in young players. Sign your child up today and watch them thrive both on and off the pitch :)	Image of happy smiling child	#YouthDevelopment #JoinOurFamily
JOIN OUR CLUB	Age specific	We're looking for new members to join our [Age Group] team! Whether you're just starting or already have some experience, [Club Name] is the perfect place to develop your skills. 🏆 Sign up now!	Photo of young players in action with a specific call-out for that age group (e.g., U10, U12, U16).	#YouthFootball #NextGeneration
JOIN OUR CLUB	Parents / Guardians / safe environment	As a parent, you want the best for your child. ❤️ At [Club Name], we provide a safe, nurturing environment where young players can grow in confidence, make friends, and develop their football skills. 🌟 Sign up today!	Parent testimonial video or quote about how the club has positively impacted their child.	#FootballForKids #ParentSupport

CONTENT THEME	MESSAGE	SOCIAL MEDIA CAPTION
JOIN OUR CLUB	Callout	Ready to take your game to the next level? Join [Club Name] and become part of a club dedicated to development, fun, and community. We're looking for players of all ages and skill levels! 🏆
	Cycling	Ready to take your cycling skills to the next level? Join [Club Name] and become part of a club dedicated to performance, adventure, and connection. We're looking for women and men aged 18 and over! 🚴♀️
JOIN OUR CLUB	Parents / Guardians	Looking for a fun, supportive environment for your child to grow and learn? [Club Name] offers expert coaching, life skills development, and a safe place to make friends. Sign your child up today 🌟
	Rugby	Looking for a fun, supportive environment for your child to develop their teamwork skills? [Club Name] offers a supportive environment, age appropriate coaching and a safe place to make friends. Sign your child up today 🌟
JOIN OUR CLUB	Age specific	We're looking for new members to join our [Age Group] team! Whether you're just starting or already have some experience, [Club Name] is the perfect place to develop your skills. 🏆 Sign up now!
	Canoe	We're looking for new teen members to join our club! Whether you're just starting or already have some experience, [Club Name] is the perfect place to develop your water skills. Sign up now 🚣
JOIN OUR CLUB	Open Day	Come to our Open Day on [Date]! Meet the teams, coaches, check out our facilities, and see what it's like to be part of [Club Name]. All ages and skill levels welcome! 🏆
	Special Olympics - same	Come to our Open Day on [Date] Meet the teams, coaches, check out our facilities, and see what it's like to be part of [Club Name]. All ages and skill levels welcome! 🏆

ACTIVITY:

REVIEW BANK FOR RELEVANT CONTENT

ADAPT FOR YOUR CLUB

ACCESS TO DLR COMMUNICATIONS HUB



<https://dlrsportspartnership.ie/dlr-sp-communications-hub/>

Password: HUB2024

The screenshot shows the website's interface. At the top, there is a navigation bar with links for 'Home', 'About', 'Programmes', 'Active Cities Dublin', 'Clubs', 'Volunteer Training', 'Images', and 'Videos'. A search bar and a 'WHAT'S ON' button are also present. Below the navigation is a large banner image of a group of children, with the text 'Protected: DLR SP COMMUNICATIONS HUB' overlaid. The main heading reads 'WELCOME TO THE DLR SPORTS PARTNERSHIP COMMUNICATIONS HUB'. Below this, there are two columns. The left column features logos for 'dlr' (Dún Laoghaire-Rathdown), 'DÚN LAOGHAIRE - RATHDOWN SPORTS PARTNERSHIP', and 'SPÓRT ÉIREANN'. Below the logos is a section titled 'SESSION 1' with the subtitle 'HOW TO COMMUNICATE FOR YOUR SPORTS CLUB' and a circular profile picture of a woman. The right column has a green background with the text 'DO YOU NEED HELP ACCESSING THESE DOWNLOADS OR RECORDED SESSIONS?' and 'Send a message and we will get back to you.' Below this is a form with fields for 'First Name *' (with the example 'E.g. John') and 'Email Address *'.