



DÚN LAOGHAIRE - RATHDOWN
**SPORTS
PARTNERSHIP**
— SPORT IRELAND —





COMMUNICATIONS FOR SPORTS CLUBS

SESSION 1
HOW TO COMMUNICATE
FOR YOUR SPORTS CLUB



INTRO

ANNA RIORDAN | AER MARKETING



MARKETING & COMMUNICATIONS



Dentist

Google | Social Media



Manufacturing: Email | Website

ACTIVITIES FOR CLUBS

Tailored to what you need



HOW DOES THE COURSE WORK?



Paced: To Suit Variety Of Levels

Starting With Foundations Of Comms

Buildable Format: Plan, Messaging, Design, Activities

Recorded Sessions With Demonstrations

Prerecorded Tutorials For Setup

Ready To Use Resources

Free Options, No Ad Budget Needed



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 2025



GRAPHIC DESIGN

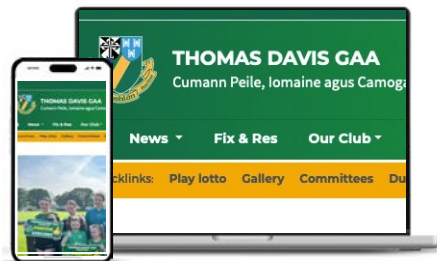
MESSAGING & CONTENT



OFFLINE
POSTERS /
FLYERS

CREATING YOUR CLUB'S
COMMUNICATIONS PLAN

WEBSITE



SOCIAL MEDIA



DLR COMMUNICATIONS HUB + TOOLKIT

CLUB COMMUNICATIONS CALENDAR					HOW
SAMPLE WEEK					Open Your Club Content
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
Website Update	Social Media		Social Media		Identify the content themes
<p>Whether you're this morning, evening, or just looking for a bit more to get the Club Name! welcome all forms of all social media on the club to see what you might like to join...</p>					Schedule activities from Act
<p>fact check Activities page Get to Action in clear "How To Use To" format!</p>					Use empty fields under Photos C
<p>Follow other sports clubs or that we</p>					
WEEK 1					
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 all 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 in a safe environment.	Parent testimonial video or quote about how the club has positively impacted their child.	#FootballKids #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

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

CANVA TEMPLATES



PLANNING DOCS

GOAL PLANNING FOR YOUR CLUB

WE ASK YOU TO:

By setting your club's financial goals, you will increase a focus and identify target audiences for your annual fundraising.

How Many New Members Do You Want? _____

What Age Groups & Profiles Do You Want To Reach? _____

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

Do You Need Volunteers/Coaches/What Events? _____

Are You Looking To Attract Sponsors? _____

Do You Need Funding? _____

Do You Want To Hold Open Days? _____

List Any Additional Goals _____

SOCIAL MEDIA & WEBSITE GUIDANCE

SOCIAL MEDIA CHEAT SHEET

FACEBOOK
 FREQUENCY: 3-4 Times per week (no upper limit)
 CONTENT: Mix posts, stories, events, groups
 WHEN: Check most active (2pm-3pm, 6pm to 9pm)
 CAPTION LENGTH: Approx 60 characters
 HASHTAGS: 2-3 relevant to content, use in sentences

INSTAGRAM
 FREQUENCY: 3-5 Times per week (no upper limit)
 CONTENT: Mix photos, stories, reels
 WHEN: Check most active (2pm-3pm, 6pm to 9pm)
 CAPTION LENGTH: Approx 125 characters
 HASHTAGS: 3-5 relevant to content

TIKTOK
 FREQUENCY: 3-5 Times per week
 CONTENT: Mix photos, stories, challenges
 WHEN: Varies | Test for your audience | 2pm-6pm weekdays
 CAPTION LENGTH: 30 characters or less
 HASHTAGS: 3-5 relevant to content

X (Formerly Twitter)
 FREQUENCY: 2-3 Times per day
 CONTENT: Text based short news, comments, updates
 WHEN: Weekdays and match days
 CAPTION LENGTH: Approx 45 characters
 HASHTAGS: Max 2 relevant to content

DISCUSSION:

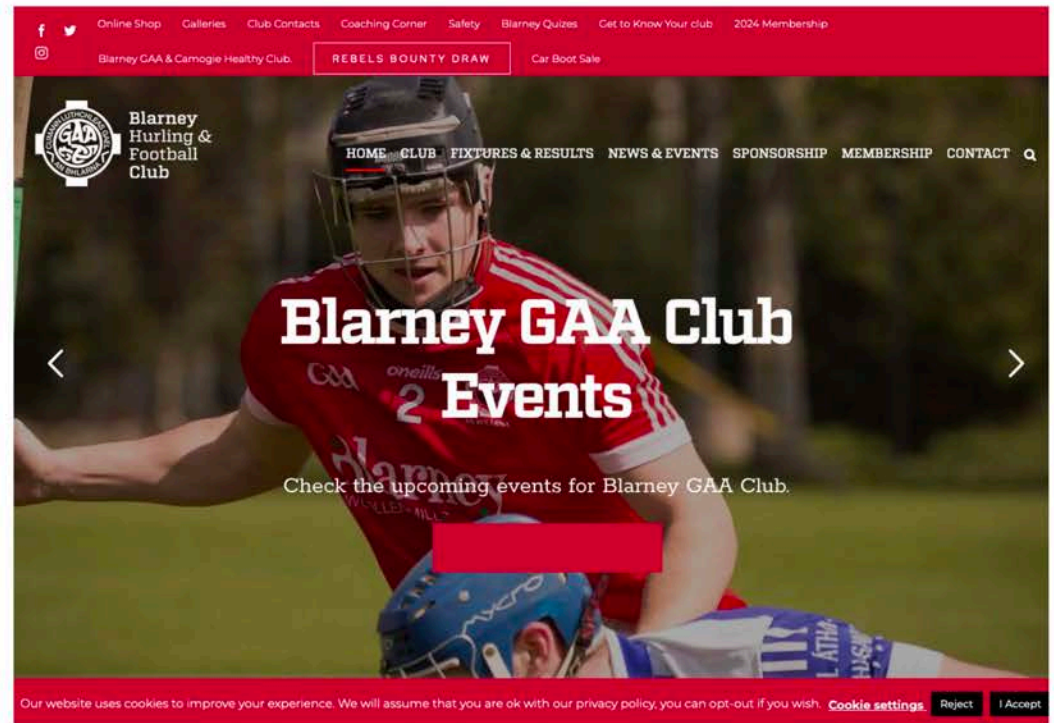
NAME THE BIGGEST CHALLENGE
FOR YOUR SPORTS CLUB?





INSPIRATION:

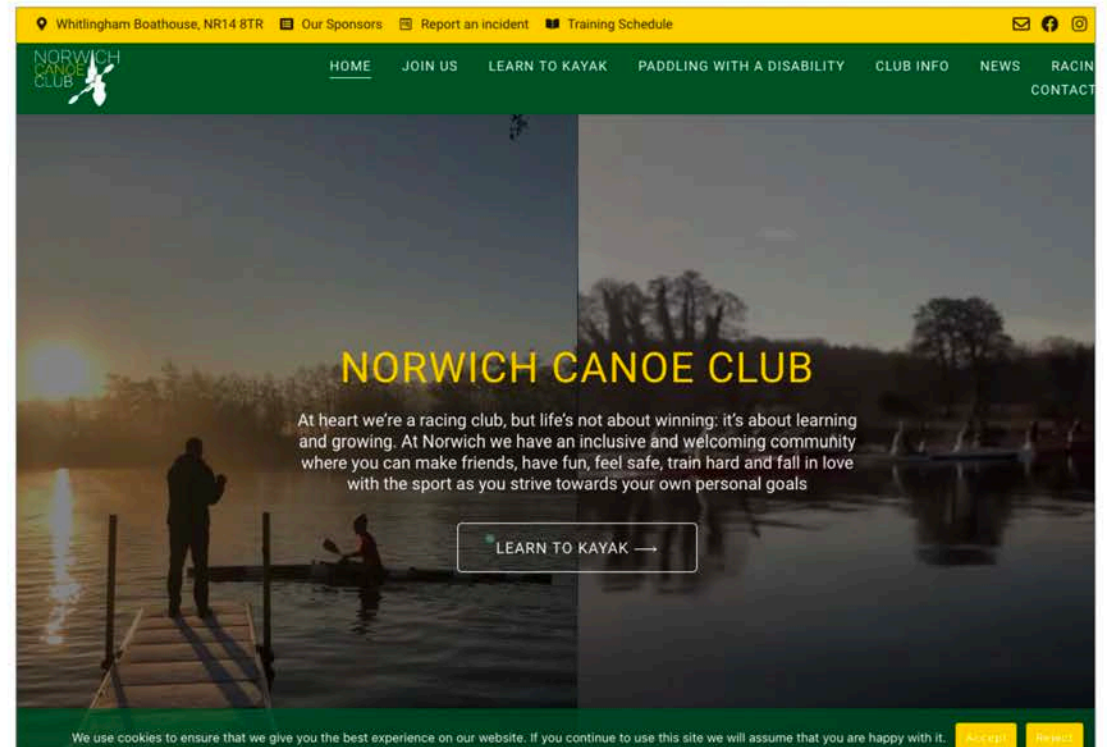
STRONG EXAMPLE
OF SPORTS CLUB
WEBSITE & BRAND





INSPIRATION:

STRONG EXAMPLE
OF SPORTS CLUB
SOCIAL MEDIA





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

Home Events Rides Racing Gallery Contact For

Stretford Wheelers Cycling Club

Welcome to Stretford Wheelers Cycling Club

Are you looking for a group of cycling on your own?

Want to meet/make new friends with a common interest in cycling around the South Manchester and Cheshire area?

New to cycling and want to join a local cycling club?

New to cycling and want to improve or race?

Stretford Wheelers are a cycling club in the Manchester and surrounding area. Originally founded in 1920 members of the club have been cycling around the lanes of Manchester and Cheshire, more recently the club has a number of new members and whether it's just a short social bike ride or full on racing that you are looking for then will be someone with a common interest so please why not come along and join us for a ride and see what you think.

Some brief information about [Stretford Wheelers](#) Cycling club in Manchester.

We are a group of individuals from the Manchester and Cheshire area keen on cycling, with competitive and social cyclist in the club, sometimes it's fun to just get out there and enjoy the cycling and socialising.

We are a friendly bunch and whatever you want from your cycling there will be someone similar in the club.

Latest News Posts

Order Club Kit

Follow Us

Follow @stretfordwhls



GOAL PLANNING

KEEPS THE FOCUS ON 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

HEADLINE GOALS
By listing 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:

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)

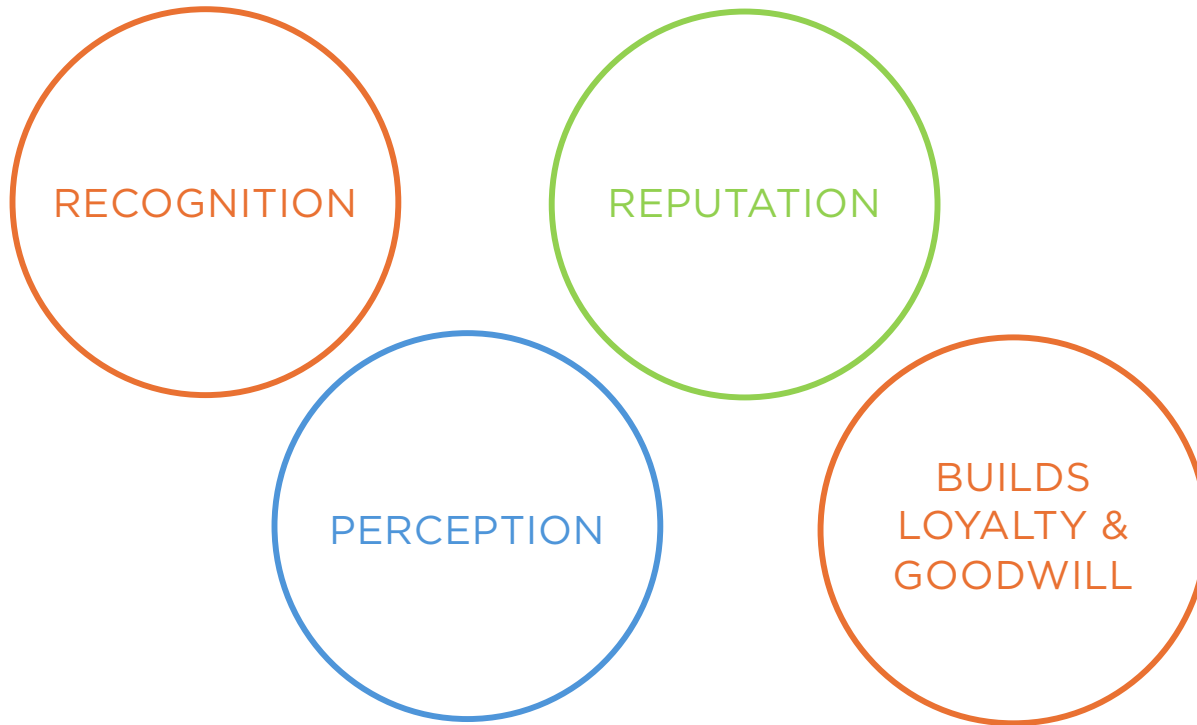
will show you how to create a great brand for your club

GREAT CLUBS HAVE CLEAR, CONSISTENT BRANDS



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

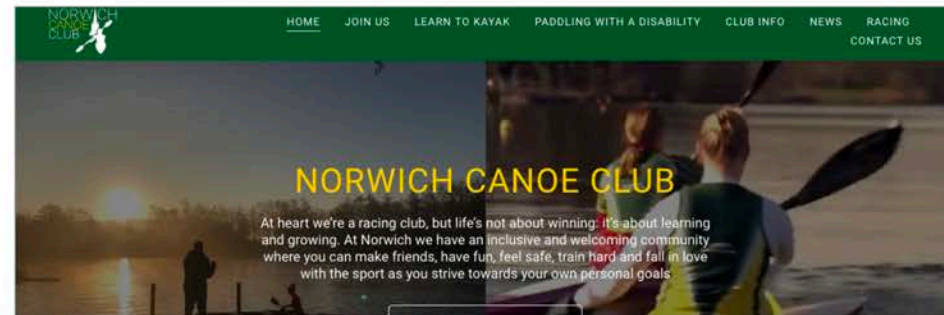
VISUAL IDENTITY

- Unique & Recognisable

COMMUNITY ENGAGEMENT

-Events, Partnerships, Social Media


CONSISTENCY ACROSS PLATFORMS



AN INCLUSIVE CLUB FOR ALL AGES AND ABILITIES

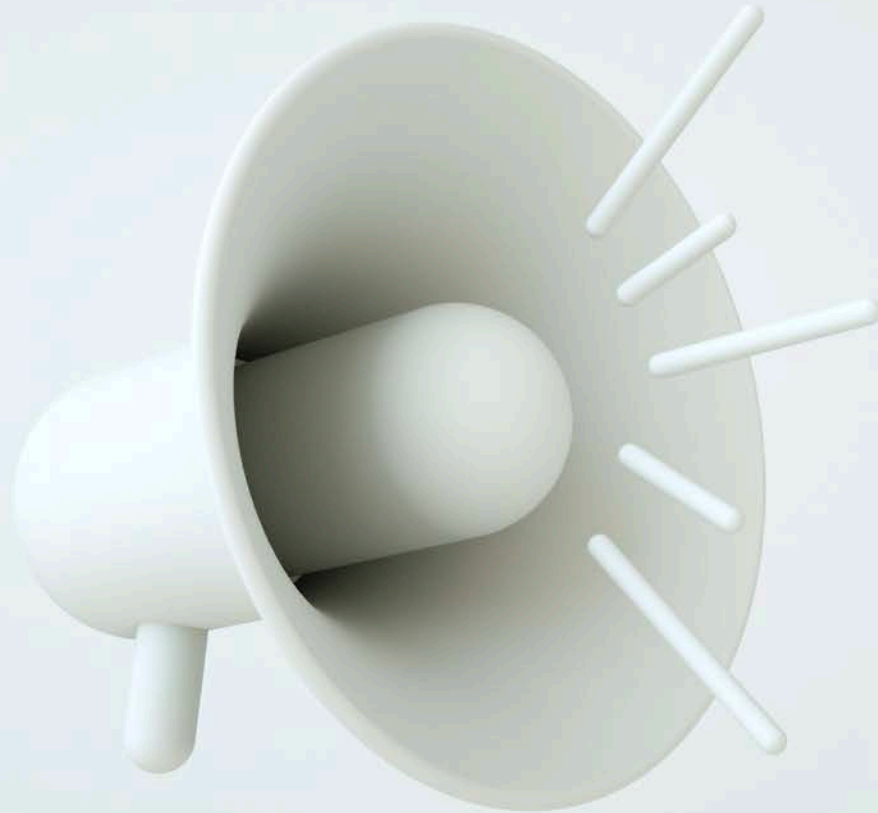
Norwich Canoe Club is recognised by Paddle UK as a centre of excellence for training and racing in flat water sprint and marathon kayaking. Our Mission is to encourage and support all paddlers from complete beginners to international athletes to be the best that they can be. We are a charity using funding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

INTRODUCING YOUR SPORTS CLUB COMMUNICATIONS CALENDAR

 CLUB COMMUNICATIONS CALENDAR				
SAMPLE WEEK				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Social Media	Website Update	Social Media		Social Media
WEEK 1				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Social Media	Local Advertising	Social Media		Social Media
WEEK 2				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Social Media	Press Release	Social Media		Social Media

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

How Many New Members Do You Want? _____

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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:

YOUR CLUB 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

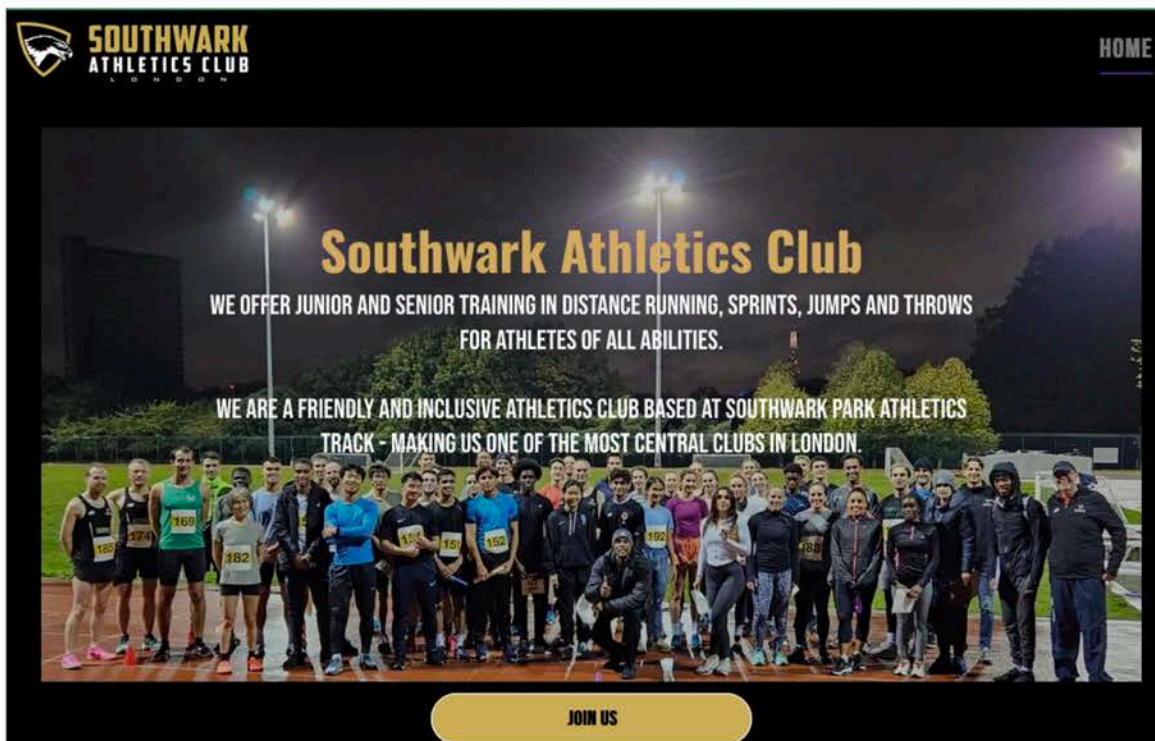
COMMUNITY CONNECTION

WELFARE

EMOTIONAL



CONSISTENT + TAILORED + CALL TO ACTION



SOUTHWARK ATHLETICS CLUB LONDON

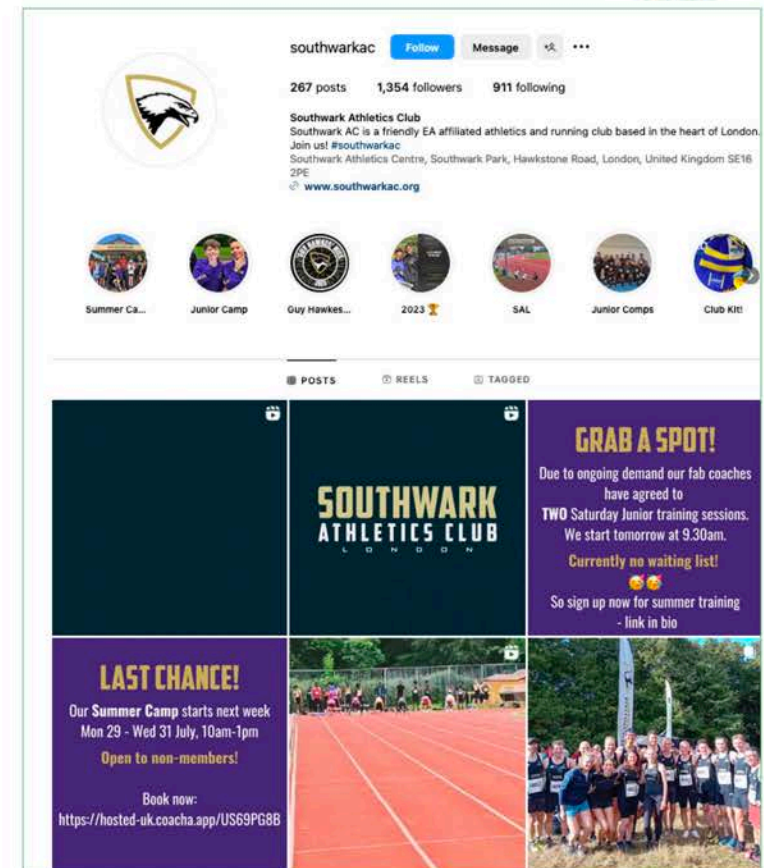
HOME

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



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 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/US59PG8B>



INTRODUCING YOUR SPORTS CLUB COMMUNICATIONS CONTENT BANK

 CONTENT BANK SPORTS CLUBS				
CONTENT THEME	MESSAGE	SOCIAL MEDIA CAPTION	IMAGE / VIDEO SUGGESTION	HASHTAGS always add #clubhashtag
JOIN OUR CLUB	General callout	Ready to take your skills to the next level? Join (Club Name) and become part of a club dedicated to development, fun, and community. We're looking for members of all ages and skill levels! 🏆	Group photo of the boxing club members celebrating after 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 athletes having fun during training, with a message focusing on skill development and community.	#YouthSport #DevelopSkills
JOIN OUR CLUB	Confidence	Our club isn't just about indoor 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) volleyball squad! 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).	#YouthSport #NextGeneration
ABOUT THE CLUB	Legacy	Did You Know that our club was founded in (Year) and has grown into one of the strongest photography clubs in Dublin? We started with 10 members and look where we are now! 📸	Old image of when the club was first founded	#ClubHistory #PhotographyLegacy
ABOUT THE CLUB	Throwback pic	Throwing it WAY back to (Year)! Who remembers this iconic moment? 🏆	Old photo or video from the club's archives, featuring a memorable training session or athlete.	#Memories
CLUB OFFERING / GENERAL	Testimonial	(Athlete Name) shares why they chose (Club Name). From top-notch coaching to a close-knit community, we are more than just a club. 🌟	An athlete testimonial video or image with a quote.	#AthleteSpotlight #ClubCommunity
CLUB OFFERING / GENERAL	Day in the life athlete	A day in the life of (Athlete Name)! Ever wonder what a typical training day looks like for our boxers? Let's take you behind the scenes! 🥊🔥	Pic or video of athlete at various points of the day	#DayInTheLife #AthleteRoutine

ACTIVITY

REVIEW BANK FOR RELEVANT
CONTENT - ADD TO CALENDAR

ADAPT FOR YOUR CLUB



COMMUNICATIONS HUB

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

PASSWORD: COMMS2025

A screenshot of the website's communication hub. The page has a white background with a green and blue color scheme. At the top, there is a navigation bar with the word 'Irish' in a blue box, followed by links for Home, About, Programmes, Active Cities Dublin, Clubs, Volunteer Training, and Our Work. A search bar with a magnifying glass icon and the text 'WHAT'S ON' is on the right. The main heading reads 'WELCOME TO THE DLR SPORTS PARTNERSHIP COMMUNICATION 2025 HUB'. Below this is a featured session card for 'SESSION 1: HOW TO COMMUNICATE FOR YOUR SPORTS CLUB' by Anna Riordan, presented by AER Marketing. The card includes logos for dlr, the Sports Partnership, and Spóirt Éireann, and a circular profile picture of Anna Riordan. To the right of the session card is a green contact form with the heading 'Having issues accessing our content? Send us a message and we'll get back to you...'. The form contains input fields for 'First Name', 'Email Address', and 'Phone Number', and a 'Message' field with a placeholder 'Enter your message...'.

Irish

Home About Programmes Active Cities Dublin Clubs Volunteer Training Our Work

WHAT'S ON

WELCOME TO THE DLR SPORTS PARTNERSHIP COMMUNICATION 2025 HUB

dlr **SPORTS PARTNERSHIP** SPÓRT ÉIREANN

SESSION 1

HOW TO COMMUNICATE FOR YOUR SPORTS CLUB

ANNA RIORDAN | AER MARKETING

SESSION 1

HOW TO COMMUNICATE FOR YOUR SPORTS CLUB

CLICK HERE TO ACCESS TOOLKIT RESOURCES, WORKSHEETS

>>

Having issues accessing our content?

Send us a message and we'll get back to you...

First Name *

E.g. John

Email Address *

E.g. john@doe.com

Phone Number

E.g. +1 3004005000

Message

Enter your message...



END SESSION

PRE-RECORDED SESSION 2 SETTING UP CANVA ACCOUNT

SESSION 2: CANVA 7PM WEDNESDAY