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**Goalball UK**

**Communication Strategy**

**September 2016**

**Introduction**

Our communication strategy will ensure Goalball UK improves the quality and timeliness of all information and messaging both internally and externally.

This will:

- Help us achieve our overall organisational objectives

- Ensure we engage effectively with all stakeholders

- Help demonstrate the success of our actions

- Ensure inclusively individuals understand what we do

- Change behaviour and perceptions where necessary

**Communication Objectives**

- To increase the awareness of Goalball UK

- To provide a regular flow of relevant information to key stakeholders

- To ensure members are aware of our services and development plans

- To showcase successes in local and national media

- To encourage approaches by local and national media for news stories

**Stakeholders**

We will implement effective communications with all members and other key stakeholders including:

- Clubs

- Present and potential players

- Volunteers

- Employees

- Board Members

- County Associations

- Sponsors/Partners

- Key Bodies (including Sport England, UK Sport, BPA,...)

- Suppliers

- Media

**Communication Principles**

Our communications will consist of various target messages through a number of effective channels. The base principles for all are:

- Communication will be honest, open, inclusive, and accurate

- Communication will be timely and relevant

- Communication will be accessible

- Communication when necessary will be made available in different formats

- Communication channels will be regularly reviewed

- Communication will be delivered in the most cost effective manner

**Communication Tools and Activities**

A variety of tools and methods will be implemented including:

- **Website**

  Our website is regularly reviewed and updated. It will cover all relevant information including all competitions

  details and relevant breaking news

- **Newsletter**

  A regular ( quarterly) "Goalball Times" electronic newsletter has been introduced.

**-** **Media Relations**

Through our Chief Executive and media consultant a valuable database of media contacts (local and national) has been developed. A regular supply of targeted news releases and feature stories will be distributed on-going.

**-Social Media**

We will utilise this ever increasingly important medium (including Twitter and Facebook) to targeted audiences).

- **Events**

Our AGM will be held each Autumn. A series of club meetings will be arranged regularly. Numerous key targeted  events will be cost effectively attended.

- **Sponsors/Partners**

  We will continue to increasingly develop partnerships with potential sponsors. Relevant dedicated promotional material will be produced to help increase awareness and engagement. Part of this will be the promotion of Corporate "Team Building/Communication" Days.

- **Imagery**

A library of imagery/photographs will be developed for use across various publicity and promotional materials and communication vehicles.

**Communications Control/Consistency**

To ensure consistency in our messaging and look and feel (including use of our logo), all internal and external communications will be approved as relevant by either our Chief Executive, Media Consultant, or Development Manager.