

Communication & PR

Sheet 1

1. Irish Language Promotion
2. Facebook
3. Online Ordering
4. One Club
5. Special Needs
6. Community Engagement

Sheet 2

7. Fixtures
8. * Community – Inclusivity Outreach
9. Merchandise Availability
10. Advertising
11. Sponsorship
12. History
13. Sway

Sheet 3

14. Score Updates
15. Pitch Schedule
16. Social Media Updates
17. Fixtures
18. Bulletin
19. Billboards
20. Match Reports

Sheet 4

21. History
22. League Tables
23. Updates from Whole Club
24. Other Social Media
25. Community Updates
26. Club App
27. Billboards
28. Fun Day

Sheet 5

29. Bulletin
30. FB
31. Marketing
32. Email
33. Instagram
34. Twitter
35. 1 Bulletin /Newsletter (Paper/email/social) 2. Weekly social post '*this week at St Mary's*' All club fixtures. All club results 3. Instagram Share login. End

Survey Contributions

	Q10b - Communications and Public Relations - Please provide details of any aspect of club activity you would like to receive as a member.	Q10c - Communications and Public Relations - Please provide any comments or recommendations on how we could connect with the wider community.
1		Events
2	N/a	Local schools, information days,
3	Knowing match times week in advance	
4		Would like to see those from other sections of the community invited to join - again, this might well happen and I just don't see any evidence of it. Also accept some would not wish to join due to perception of Gaelic sport being only for one religion.
5	None but would like a way to not be included on your mailing list.	
6		Going to schools and demonstrating what the club offers
7	All aspects, team updates, fund raising, key dates for the calendar, annual activities (dinner dance, age etc - well in advance of date)	Combine social media and physical methods of comms
8	Upcoming fixtures for all age groups along with results and league standings. Possible match reports as well.	I believe social media provides a good platform for connecting with most of the wider community but for older people who would be able to use social media you could leave club bulletins in local shops and businesses for people to view.
9	Na	Na
10	Anything, results, fixtures, club news. More social media posts to build a connection with the community.	More social media posts. Let them know about fundraising and events by posters, flyers etc
11	Match fixtures, social events	
12	Somewhere that you can look up and see what is going on should it be training, matches, scor practices, meetings etc on a monthly basis	Inform of all events, fundraisers, matches, scor participation weekly/monthly
13	Continue with. Reminder of upcoming events.	
14	Notice board	
15	Senior player profiles. Club strategy.	Bring the club into the community.
16	All	Advertise social media addresses at Club and on local shop notice boards
17	Fixtures and results	
18		More involvement in the local schools and church.

Workshop Notes from 2 April 2022 and added Survey comments from 22 April 2022

19	Not sure	Open Days with family orientated activities and go around the school to communicate it to the children and flyers for the parents
20	Games and development plans	Updates on games, promotion of games at all levels
21	Fixtures and events	Better use of social meida
22	all aspects, could be a monthly newsletter, league tables, fixtures etc, club developments	
23	We need to see everything that is going on in the club from a week to week basis	I think we need to engage whatâ€™s going on in the rest of the world.for example international womens day, Ukraine war-we need to acknowledge all these things in some way probably on social media
24	All events advertised in advance, games schedule.	
25	Website is under utilised could be used as a gallery for all sorts of things old pictures reports, club polices etc	I do think we need to ask people to help. The club planning day was great and opening up to the community about our needs and ambitions. Clear that we need more help
26	Results/fixtures	A digital display board in the middle of Aghagallon- on the green at Lagan Gate or some other central location
27	Score updates from Senior Games via twitter if I'm unable to attend a match.	
28	Fixtures -Senior /Bs / underage	
29	Junior events for our kids	Open up the club house for local events, traditional music sessions or ceoltas.
30	Everything Scores Fixtures Pitch available r not	
31	Planned matches	Fun Days
32	N/A	N/A
33	More activity on social media for match days and to promote games and regular score updates	
34		Social media and holding general meeting for people help spread the word
35	When senior matches are to be played	
36	Weeks schedule of all age groups, training and matchesâ€™, .. for members and onlookersâ€™,	Bulletin left at local shops
37	club bulletin-online	success on the field brings a buzz o the community. A sustainability plan to keep this momentum going would be helpful.
38		Monthly newsletter rounding up what is going on in the club

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39	Results of matches and fixture lists for the week	Website needs to be accessible and filled full of data
40	N/A	N/A
41		Make more effort within the community entice the older generation into things and the same with the younger generation
42		Social media
43	Training updates for all ages Fundraising events Fixtures and results	
44	Finances, fund raising , grant applications	
45	Fixtures and Results	Well managed Club WEB Site
46	If club bulletin was emailed weekly with all important info aswell as posted on social media	Possibly more involvement with primary schools to encourage new underage players
47		Organise fun social initiatives in the community for older members of the club to come together and network; social games/training for retired playing members.
48		Helping during lockdown was excellent PR for club. More involvement in fundraising for worthy charities. Get teams to do litter lifts in local community wearing football shirts. Team masses at least once a year. A 30mph speed limit on the Colane for all club members. A team for people who would like to try Gaelic football but have never had opportunity.
49	weekly schedule of events. Those directly involved know the things they are involved with but many many people do not - there is no consistent channel of up to date schedule training/games/results (all codes and all ages required please)	regular predictable method for updates - fixed notice board in a public place would help - maybe on the clubhouse wall & also at the shop
50		Fun days out with activities etc
51	Match schedules. Community/Health and Wellbeing initiatives	Like and share Facebook page competition with "number of like" targets to motivate people to share to their local friends.
52	Can't currently think of anything on this.	I am not on social media however this is probably an important way to communicate with a significant % of the club membership. A positive social media image may also be useful if trying to obtain public funding.
53	Children's activities. Fundraising events.	Better use of social media.

end