



THE **GAME PLAN**

CLUB MEDIA MANAGEMENT & ENGAGEMENT

Presented by: Cam Sheehan, Sean Atkinson & Edward Wilson

The AFL acknowledges the Traditional Owners of the land on which we work and pay our respects to Elders past, present and emerging. We acknowledge we play our great game on this land and respect the cultures of all First Peoples and their contribution to our nation and to the game of Australian Rules Football.



AFL BARWON COMMUNICATIONS TEAM

Sean Atkinson

Communications Manager



Camryn Sheehan

Communications Coordinator



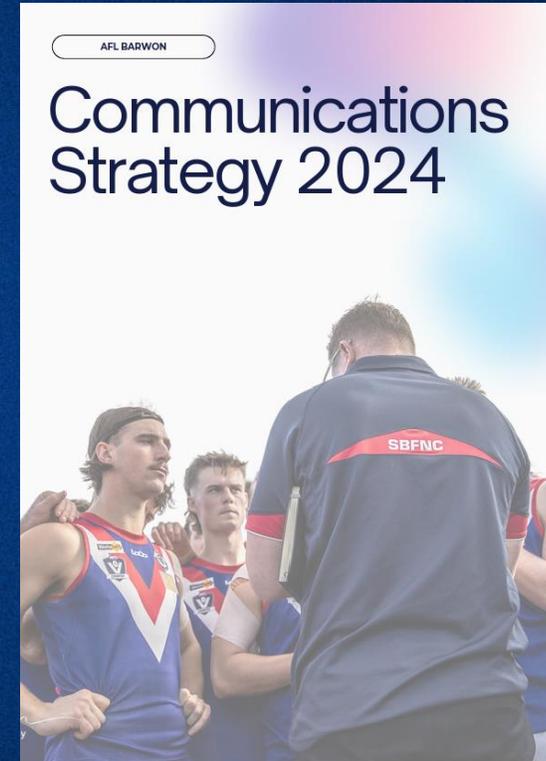
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AFL BARWON COMMUNICATIONS STRATEGY

What is the purpose strategy?

How does the strategy impact on us as clubs?

Data analysis and primary target market segment



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AFL BARWON COMMUNICATIONS STRATEGY

The key objectives

- Community Minded Focus
- Continue to Innovate
- Promote Partnership Connections
- Website Development
- Effective Communication Channels
- Regulate Brand Communications



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AFL BARWON COMMUNICATIONS STRATEGY

Community Minded Focus

We will aim to put community at the forefront of most things we do as we believe it draws on what is most important to our stakeholders. We will look to celebrate the things both AFL Barwon and our clubs do for the community. There will be greater opportunities to support both our community themed rounds and club supported initiatives.



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Continue to Innovate

There will be a focus for us to continue to move into new spaces and find new opportunities to engage our followers. We will investigate areas such as podcasts, use of cutting-edge video technology and having a presence at key community events. We need to continue to think outside the “football and netball” norm to maximise and expand our digital footprint.



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Promote Partnership Connections

Our commercial partners play a vital role in the viability, sustainability and direction of AFL Barwon. We aim to draw greater connections between our partners in a way that highlights the collaboration and provides the end user a clear understanding of the partnership synergies.

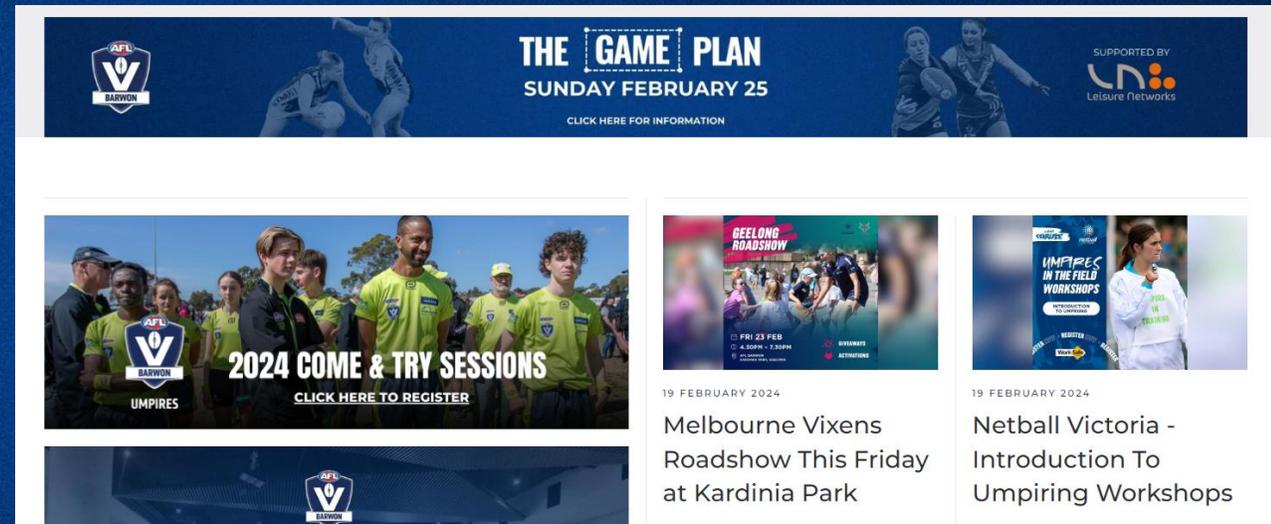


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Website Development

We will look to reenergise and reorganise our website to be more user friendly and to simpler for our consumers to find what they need. This will include moving away from the information overloaded home page to a more elegant and effective menu setup. Club only information pages will be created to streamline communications and act as a house for all actionable items. Photo galleries, club pages and the house of all events will be further additions.



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Effective Communication Channels

The way we as a business communicate to our external stakeholders is a key focus for this year. We want to streamline the way this is done and be more targeted with our approach. We believe it is more effective to collate communications to clubs through weekly newsletters, rather than bombard them with multiple touchpoints. There is a desire to drill deeper into the club by getting to those at ground level with messaging to ensure information is getting through.



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Regulate Brand Communications

Our brand has always been very professional with how it is portrayed externally however there is an opportunity to provide branding and formatting consistencies throughout all external communications. This will include the development of an AFL Barwon branding guidelines for to provide a thorough understanding of all the brand elements. The brand elements consist of Logo Use, Photography Fonts and Templates.



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Elevating Your Football Netball Club's Social Media Presence: Strategies for Engagement



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INTRODUCTION

- **Welcome & Introduction**
- **Outlining the importance of social media & marketing for Clubs**



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Brand Identity

- View your club as a BRAND, your members as CUSTOMERS and registration & participation as your PRODUCT
- Consistent branding, colours and voice across platforms
- Interesting bio/descriptions/pictures/content
- Find what makes you unique (USP) and run with it!



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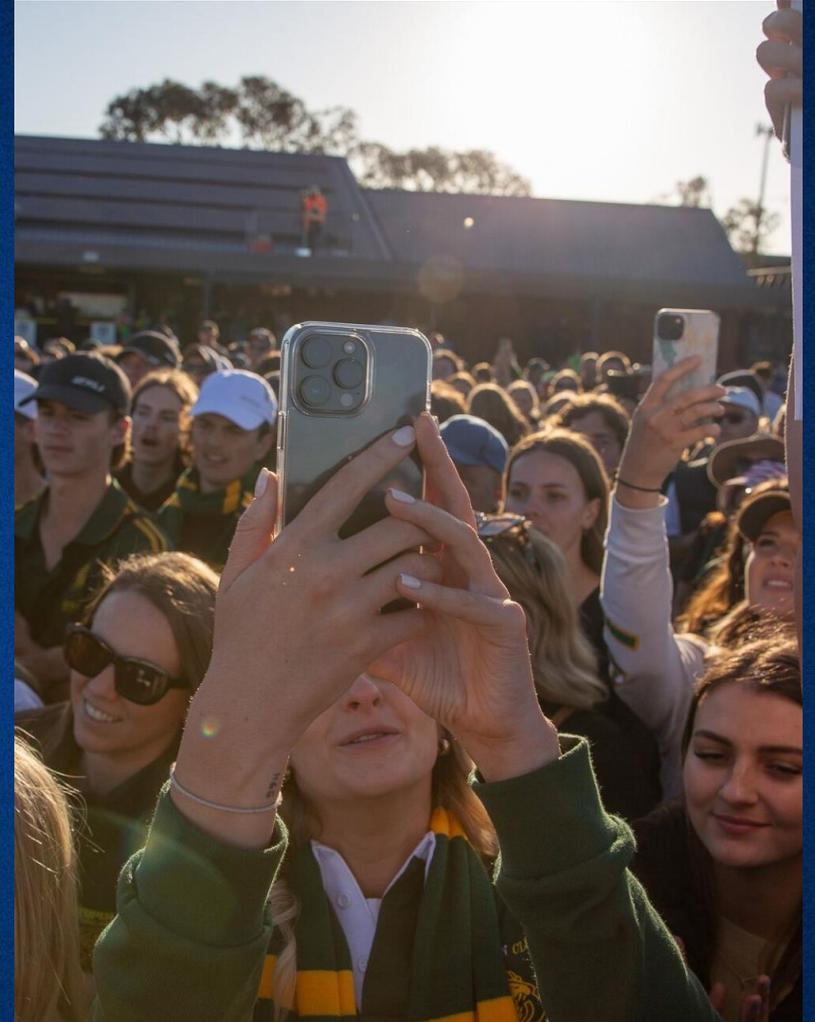
Customer Lifecycle Marketing Funnel



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Know Your Audience

- Understand your Club's demographics
- Identify Key Platforms
- Tailor content to their preferences whilst emphasising brand identity and USP

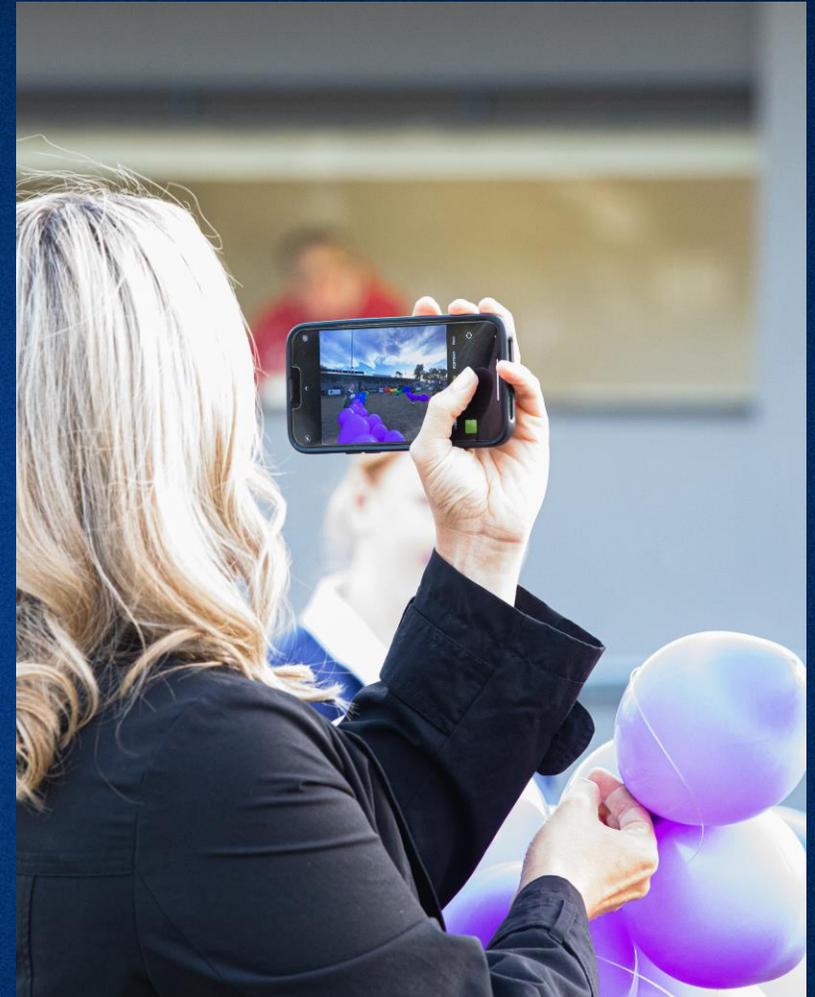


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Different Platforms

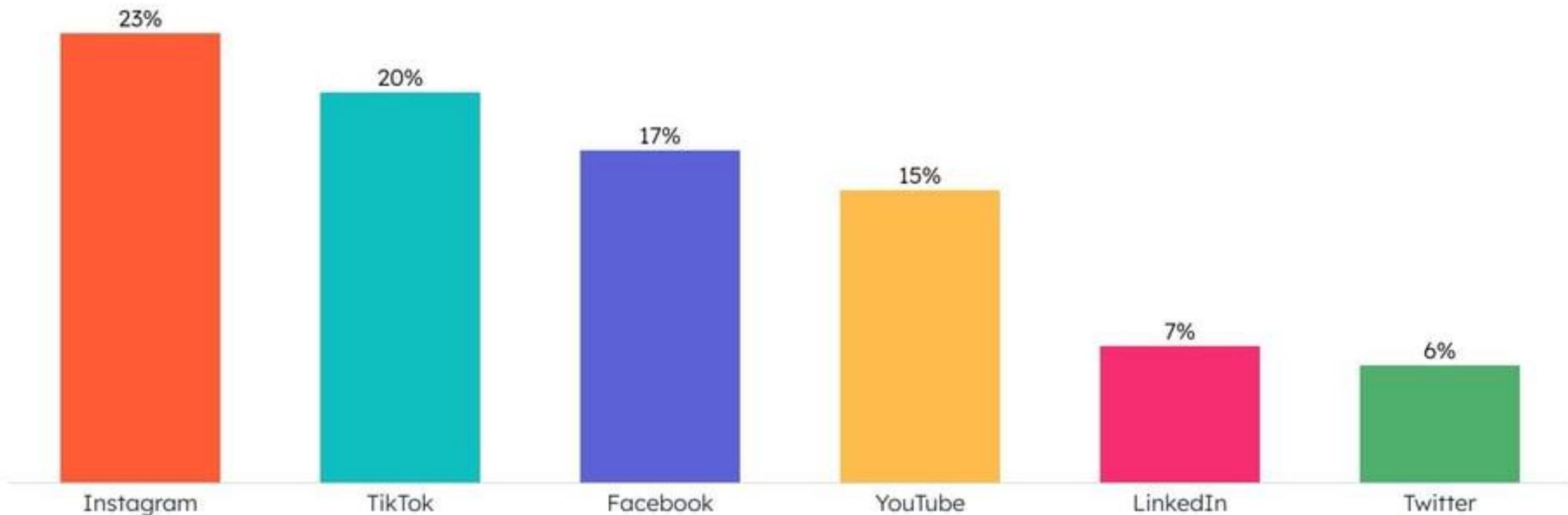
- **Facebook = Friends, family , events & connections**
- **Instagram = Interactive, visually appealing & BTS content**
- **TikTok = Highly engaging short-form videos**
- **Twitter = Short, concise messages & real-time updates**
- **LinkedIn = Professional networking, job seeking and recruiting**

- **Website = Central presence with full control over branding, content & contacts – your website is FACT**



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Which platform offers brands the biggest potential to grow their audience in 2023?

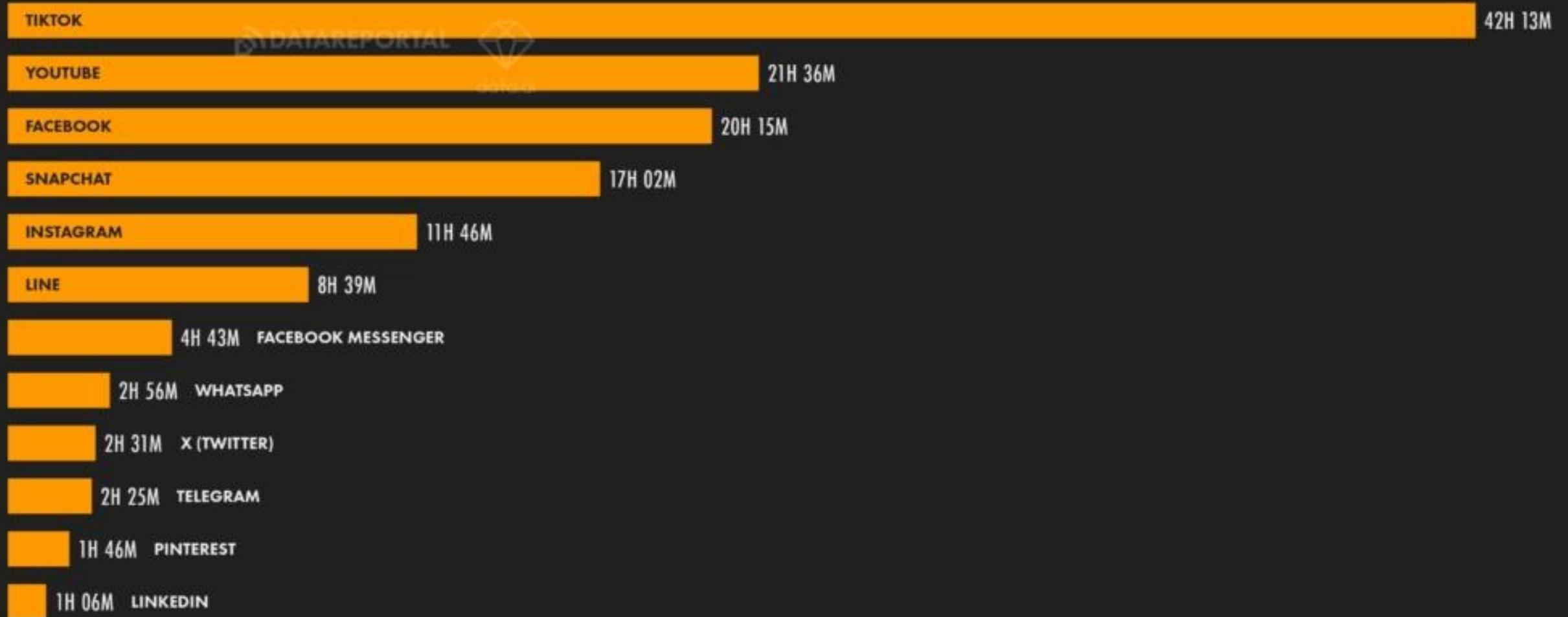


HubSpot Blog Research, Social Media Trends 2023 Report
Global survey of 1,000+ social media marketers in Jan. 2023

JAN
2024

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023



Content Strategy, Tools & Ideas

Strategy:

- Plan ahead for regular posting
- Have a routine
- Employ/recruit a dedicated media person (or media team) to create content

Tools:

- [AFL Toolkits](#)
- [Canva/Photoshop](#) (Free tutorials available)
- Camera (and/or Phone)



Content Strategy, Tools & Ideas

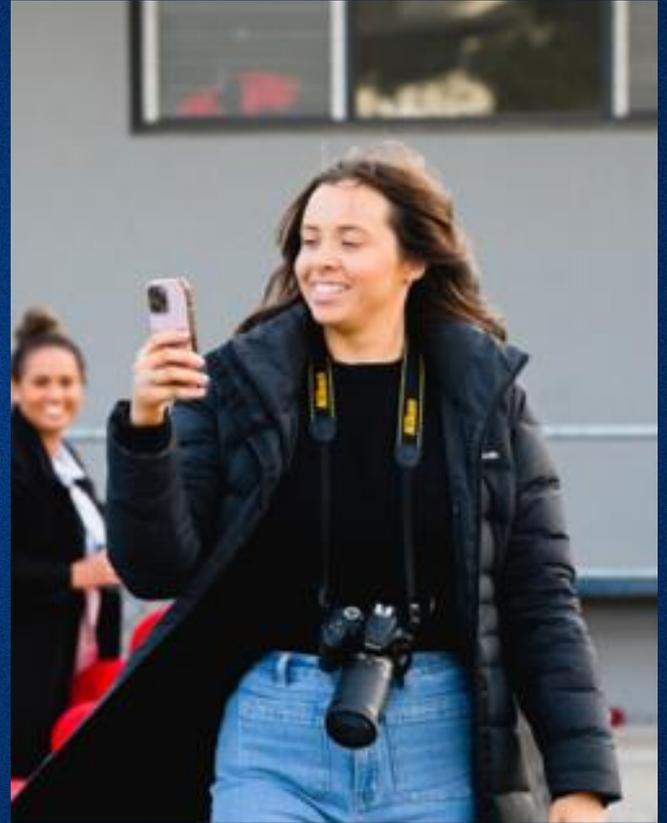
Ideas

- Match highlights
- Player profiles
- Behind-the-scenes images/videos of training, games & events
- Reporting on the community: involvement, collaborating with local businesses, events, charities
- Partnering with your sponsors to create content
- Collaborate with other teams
- User-Generated Content (UGC)
- Influencers/High-profile people
- Showcase your positive impact beyond sports

Diversity of content is key

Doing something cool or positive? Share it!

- Tell AFLB
- Tell local media
- Engage local businesses & your sponsors
- Tag/Share to relevant parties (including AFLB!)
- Email/call me for support



Media Engagement



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MEDIA ENGAGEMENT - Outbound

Promote

+

Present

=

Perspective



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‘Severely hampered’: Geelong’s netball facilities falling behind peer cities

No place to call home, injuries on substandard facilities, netball is struggling in the region as facilities fail to keep up with growing demand.

Ben Cameron and Will Keech

5 min read December 16, 2023 - 6:00AM Geelong Advertiser



Drysdale u13 and u15 players Holly, Charli, Heidi, Lucy, Clementine, Emily, Monica and club president Sarah Martin don the colours out of season in the hope they can get their courts brought up to standard. Picture: Alan Barber

Netball is growing at a record rate across Geelong, but club leaders say a lack of funding is putting the sport in dire straits - with substandard facilities leaving players training in the dark and at risk of injury.

They now hope a call from Geelong council to divert money earmarked for another pool to court facilities could save the sport. WILL KEECH and BEN CAMERON delve into the issue.

Geelong’s netball community is in a fight for survival, as leaders say substandard facilities, a lack of funding and “exponential growth” threaten the sport’s potential in the area.

From local athlete suffering injuries on dated courts and a state team without a home, netball club leaders fear their sport is not getting the support of other codes.

Council last week [penned a letter to the state government requesting a proposed Armstrong Creek swim centre be scrapped in favour of an indoor court facility.](#)

City of Greater Geelong (COGG) mayor Trent Sullivan said the proposed pools weren’t a priority for council, and the money would be better spent on courts.

Demons supporters keen to invest in the future

August 4, 2023 • BY Vinnie van Oorschot



Special guest Neil Balme and Portarlington Demons president Steve Cogger. Photos: MICHAEL CHAMBERS

PORTARLINGTON Football & Netball Club representatives and special guests gathered last week at the Portarlington Grand Hotel to show their support for the local club’s senior program.

Portarlington FNC vice president Darren Hellmann said it was the second time the club had hosted its Top 25 function, raising funds for player recruitment and retention at the senior level for season 2024.



Portarlington FNC’s Top 25 event was first held last year.

The event, held last Friday, was headlined by a Q&A discussion between former AFL player and executive Neil Balme and former Portarlington FNC junior Tom King.

“It was a great day, and it was great to listen to Neil speak,” Mr Hellmann said.

“We were lucky enough to have former Geelong Cats CEO and current Carlton Blues CEO Brian Cook at the event last year, so following up with Neil this time around was a real treat.

“Neil touched on football club culture and how valuable it can be at the local level.

“We also had club president Steve Cogger provide stakeholders with an update of where the club is at currently and what’s in store down the track.”

The Portarlington Demons enter its historic 150th year in 2024.

MEDIA ENGAGEMENT - Inbound

Be Proactive

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Values Affirmation

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Standing within
the Community



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WE WOULD LIKE TO PROUDLY THANK OUR
Official AFL Barwon Partners

