

COMMUNITY FOOTBALL & NAB AFL AUSKICK COMMUNICATIONS GUIDE

There are many communication tools available for your League, Club or NAB AFL Auskick Centre to use when communicating with your audiences – Administrators, Volunteers, Players, Coaches and Supporters etc.

Depending on your role, the audience you are communicating to, the purpose of your communication, frequency of communication and any action you are wanting them to take, may influence your choice in what communication tool to use.

Overview of communication tools mentioned throughout the document:

MAILCHIMP

A globally renowned platform to help organisations engage audiences with a variety of digital marketing tools including email. PlayHQ will seamlessly integrate with Mailchimp to ensure League and Club audiences are always up to date. It will allow Leagues and Clubs to communicate with their community directly.

EMAIL

Email (personal or organisation) may be used by individuals to communicate information critical to your League or Club's day to day operations, for example League Administrator emailing Club Presidents with ByLaw Updates. Common email servers include Gmail, Outlook, Hotmail and @domain.com.

WHATSAPP

Whatsapp is a free, cross-platform centralised messaging and voice service owned by Facebook, Inc. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, and other content, making it a great tool for team or leadership group chats!

TEAM APP

Team App is a free and secure platform enabling Leagues, Clubs or Teams to create their own customisable smartphone app. You can create different access groups allowing them to share relevant information to specific audiences. Team App requires users to download Team App to receive communication and access the relevant League, Club or Team page.










BEST USE OF SOCIAL MEDIA PAGES

	FACEBOOK	INSTAGRAM	TWITTER
Page promotion	✓	✓	✓
Sharing videos	✓	✓	x
Sharing photos	✓	✓	x
Sharing news and links back to your website	✓	x	✓
Update on League, Club or Team key information	✓	x	✓
Brand awareness	✓	✓	✓
Feedback from members - create a group or poll	✓	x	x

For further information on communication and social media including communication plans and templates, check out this helpful page on Toyota AFL Club Help



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	TYPE OF COMMUNICATION	MAILCHIMP	EMAIL	WHATSAPP TEAM APP	SOCIAL MEDIA	BENEFITS
	NEWSLETTER League, Club or Auskick regular updates	✓				<ul style="list-style-type: none"> ➤ Track engagement to influence content of future correspondence - open rates and click rates ➤ Great advertising space to include for sponsorship or commercial agreements
	OPERATIONAL UPDATES Day to day comms League to Clubs, AK Coordinators		✓			<ul style="list-style-type: none"> ➤ Timely ➤ Attachment of any respective Memo documents as PDF
	COMPETITION UPDATES Themed round information, update to guidelines	✓	✓	✓	✓	<ul style="list-style-type: none"> ➤ Where updates impact multiple audiences, share across multiple channels to gain the greatest reach possible
	COACHING UPDATES Operational information League to Club coaches, Auskick Coordinators to Helpers		✓			<ul style="list-style-type: none"> ➤ Timely ➤ Attachment of any respective Memo documents, coaching resources, links to videos
	EVENTS League or Club B&F, Come and Try days	✓	✓	✓	✓	<ul style="list-style-type: none"> ➤ Multi channel approach to promote and target specific audiences eg Create a Facebook Event or use Mailchimp to send out bulk invitations ➤ Share content post event on social media
	SPONSOR OFFERS Exclusive offers from sponsors to players	✓			✓	<ul style="list-style-type: none"> ➤ Track engagement - open rates and click rates ➤ Achieve a greater reach across social media
	TEAM UPDATES Team chat, wet weather or team announcements, time sensitive information			✓	✓	<ul style="list-style-type: none"> ➤ Informal group chat ➤ Real-time updates ➤ Build club or team culture
	REGISTRATION UPDATES Registrations live, re-register, registration offers	✓	✓	✓	✓	<ul style="list-style-type: none"> ➤ Multi channel approach to reach new and returning audiences ➤ Easy to embed links direct to rego form
	GENERAL ANNOUNCEMENTS Time sensitive notes, canteen rosters, washing jumpers		✓	✓	✓	<ul style="list-style-type: none"> ➤ Timely or real-time updates ➤ Achieve a greater reach across social media