



## Communications Policy

As a club we are aware that the membership and broader community interact with the club through a variety of media. We therefore think it is appropriate to adopt a multi-channel approach in our communication. This document aims to set out the various methods of communication and their broad purpose.

### Pitchero

This is the main medium for official club communications to the playing membership. (It is hoped, over time, that this can be extended to the non-playing membership as well.)

It is also used for management of all junior and senior matches and potentially some training sessions.

**It is vital that all playing members keep their contact details and notification preferences up to date on Pitchero so that they receive communications from the club.**

### Email / Traditional Mail

This is used for communicating with the non-playing members, including dog-walkers.

### Website

Here we keep general information about the club as well as playing statistics and an extensive Junior section. During the season there is a weekly roundup of senior matches as well other notable news features including the Arrow Newsletter.

### Social Media

We use a variety of social media channels to publicise what is going on at the club to a wider audience. Each channel has its own characteristics and we tailor our usage of each channel to promote the club and increase engagement where possible. We recognise that people use social media in very different ways and aim to ensure that information about the club is available across all relevant platforms.

### WhatsApp

There are various WhatsApp group chats that members use to communicate with each other. None are official club channels and any formal communication from the club will be made via Pitchero; Email / Traditional Mail or through a post on the Website.