

# FINDING YOUR VOICE AND TELLING YOUR STORY

**ROB HARTNETT, SPORT FOR  
BUSINESS AND CUALA GAA PRO**





**“STORIES HAVE TO BE TOLD OR THEY  
DIE, AND WHEN THEY DIE, WE CAN’T  
REMEMBER WHO WE ARE OR WHY  
WE’RE HERE.”**

**WHY?**



**“INSIDE EACH OF US IS A  
NATURAL-BORN STORYTELLER,  
WAITING TO BE RELEASED.”**

**WHY ME?**







WATERFORD LSP COMMUNICATIONS SESSION FOR CLUBS

**“PURPOSEFUL  
STORYTELLING ISN’T  
SHOW BUSINESS, IT’S  
GOOD BUSINESS.”**

**WHY NOW?**





# HOW CAN I FIND OUR VOICE AS A CLUB?

AN EXPRESSION OF WHAT YOU DO

# #ONE GOOD CLUB







**CLONTARF GAA**





WATERFORD LSP COMMUNICATIONS SESSION FOR CLUBS

# WHO IS MY AUDIENCE?

Pick One From Six





# 1. CLUB MEMBERS

**Pick One From Six**





## 2. PARENTS

**Pick One From Six**







WATERFORD LSP COMMUNICATIONS SESSION FOR CLUBS

# 3. WIDER COMMUNITY

Pick One From Six





# 4. PUBLIC REPRESENTATIVES

**Pick One From Six**





# 5. SPONSORS

**Pick One From Six**





# 6. KIDS

**Pick One From Six**



Dublin, pictured during DAVY/ Cuala GAA pre-match activities ahead of the AIB GAA Hurling All-Ireland Senior Club Championship Final between Cuala and Na Piarsaigh. DAVY is proud to sponsor the Cuala Senior Hurling Team.



# WHAT ARE THE BEST CHANNELS TO USE IN REACHING THEM?

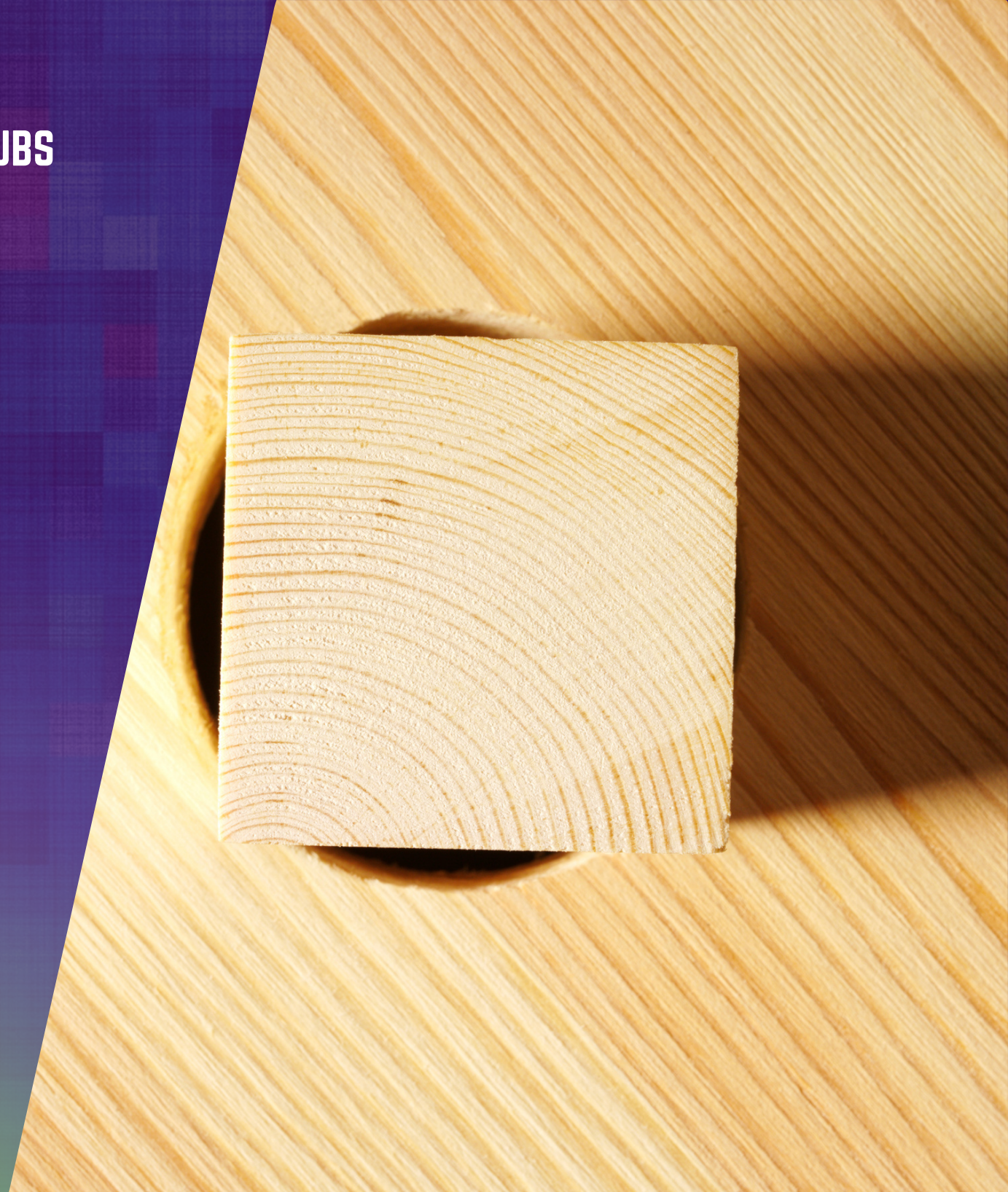


**EVERY DIFFERENT MEMBER OF  
YOUR AUDIENCE WILL HAVE THEIR  
OWN VIEWS ON THIS**





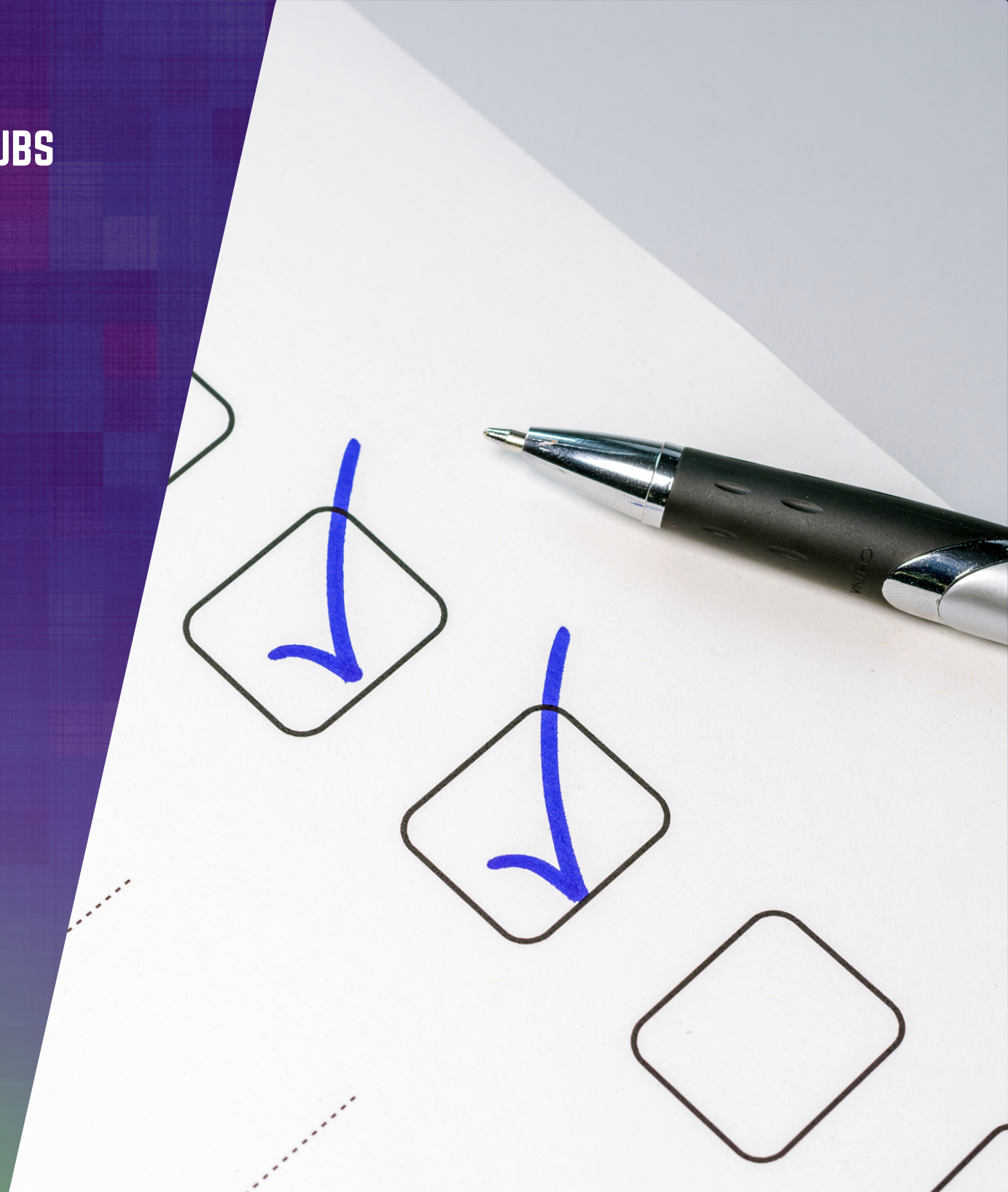
**THE BEST CHANNEL IS THE  
ONE THAT THE  
STORYTELLER BEST  
UNDERSTANDS**





**E MAIL  
WHATS APP  
FACEBOOK  
TWITTER  
WEBSITE**

**NOTICEBOARD  
INSTAGRAM  
TIKTOK  
LOCAL MEDIA  
APPS**





# E MAIL

**STILL THE MOST EFFECTIVE**

**SHORT AND SHARP**

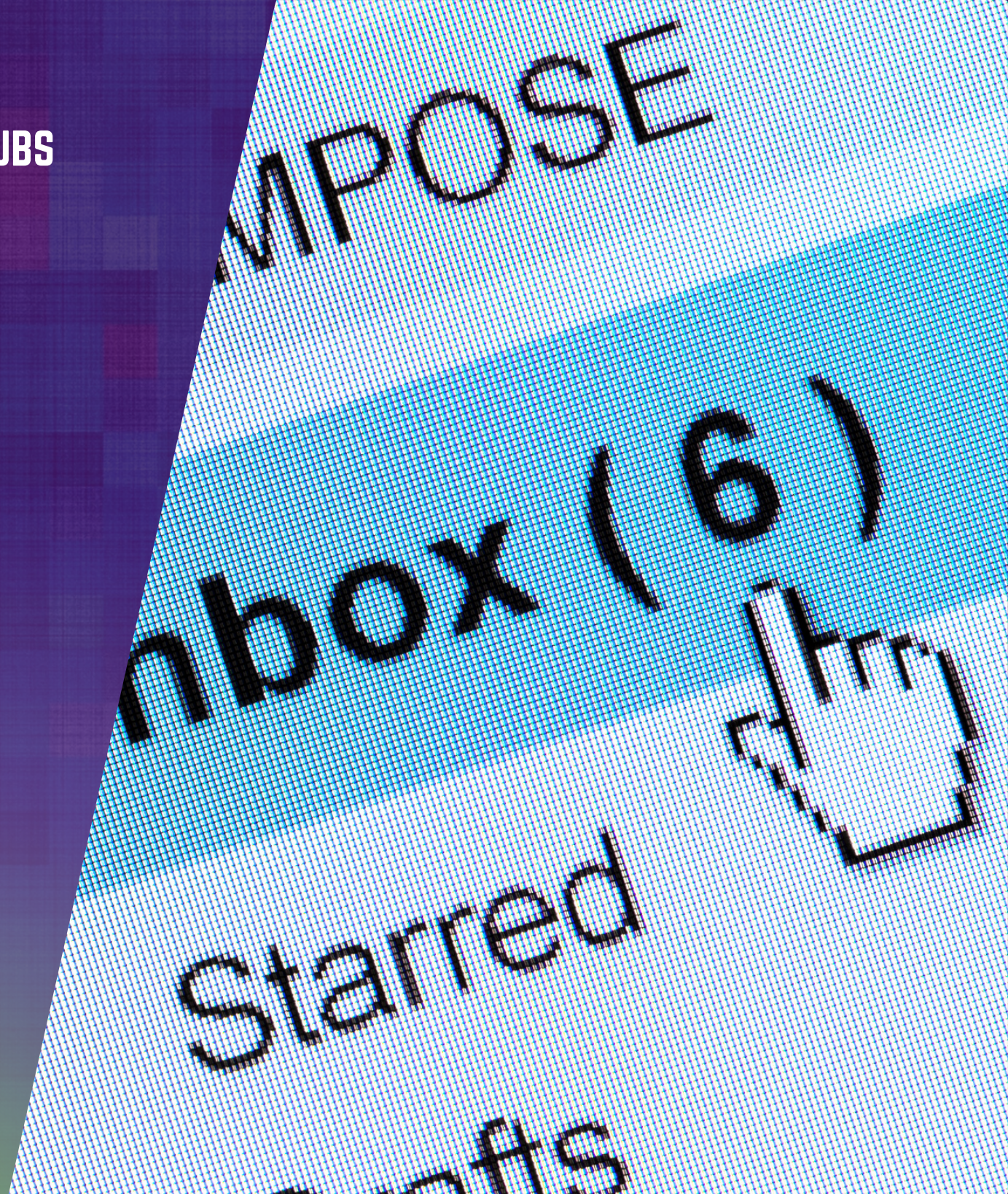
**CONSISTENT TIMING**

**SPELL THE NAMES RIGHT**

**HAVE A FOOTER FOR YOUR SPONSORS**

**MAILCHIMP OR OTHER SERVICES MAKE IT**

**EASY**





# WHATS APP

**BEWARE THE DANGER  
IF INDIVIDUAL COACHES OR TEAMS ARE  
WEDDED TO IT, IT WORKS  
DON'T USE IT FOR CLUB COMMS  
IF BUILDING A CLUB POLICY LEAVE THIS OUT**





# FACEBOOK

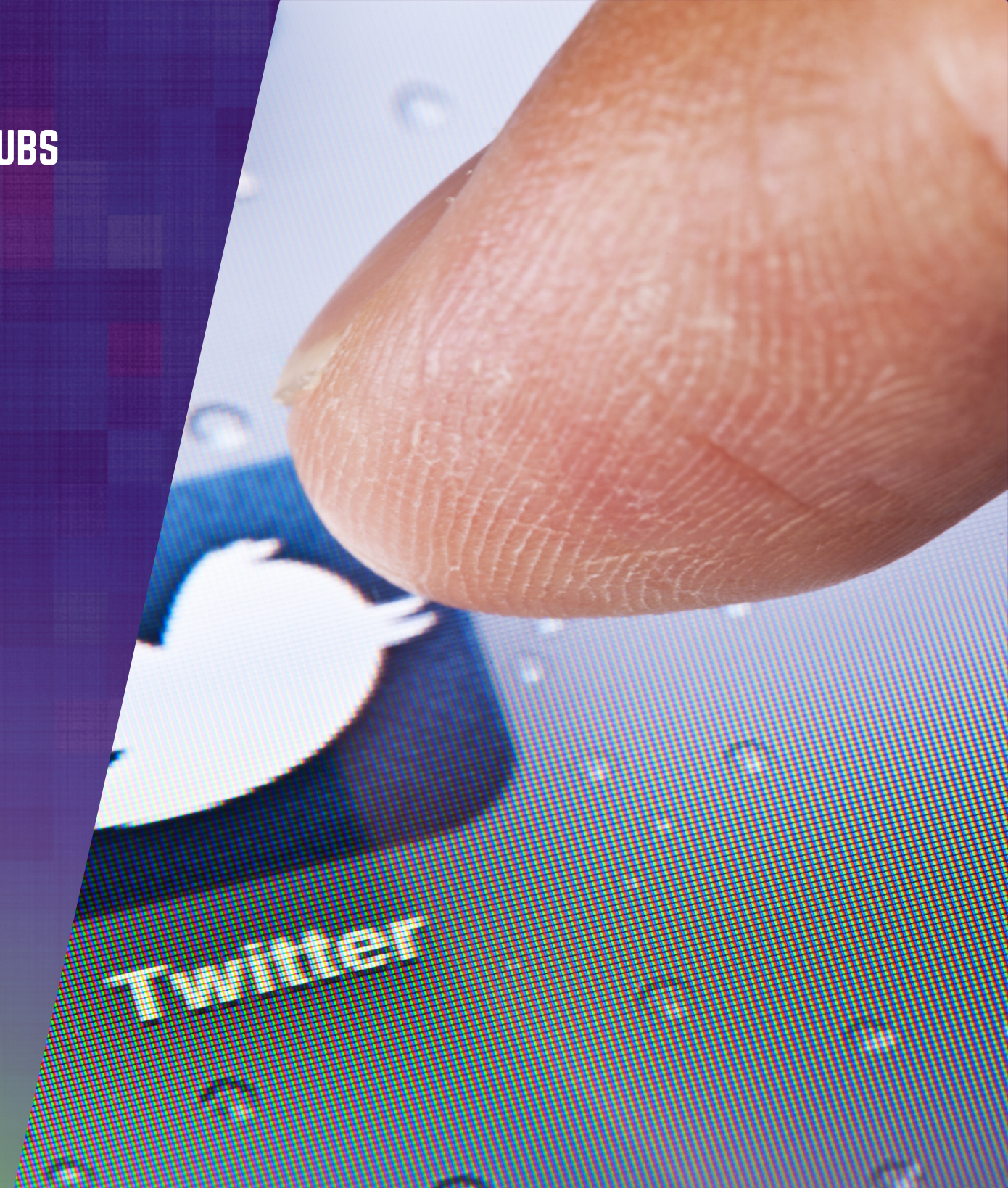
**AGEING PROFILE  
NEEDS TO BE UPDATED ON A REGULAR BASIS  
SET UP AS A BUSINESS ACCOUNT  
INVITE MEMBERS TO A GROUP  
BE ACCESIBLE BUT DON'T RISE TO CRITICS**





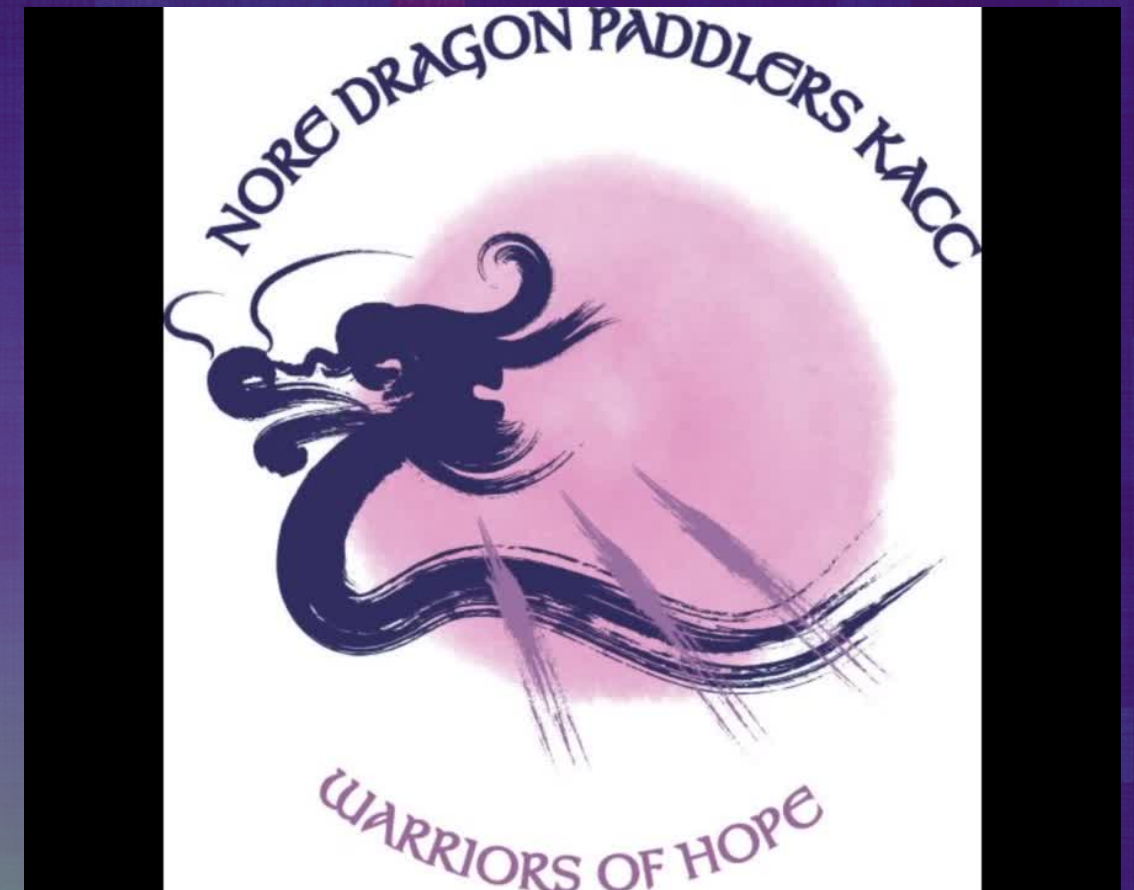
# **TWITTER**

**BEST FOR NEWSY UPDATES  
ALWAYS TRY TO USE IMAGES  
CONSIDER SECOND ACCOUNT FOR SCORE  
UPDATES  
CHECK YOU BIO, BLUE TICK IS GOOD  
AVOID MULTIPLE TEAM ACCOUNTS**





## CONTENT





# WEBSITE

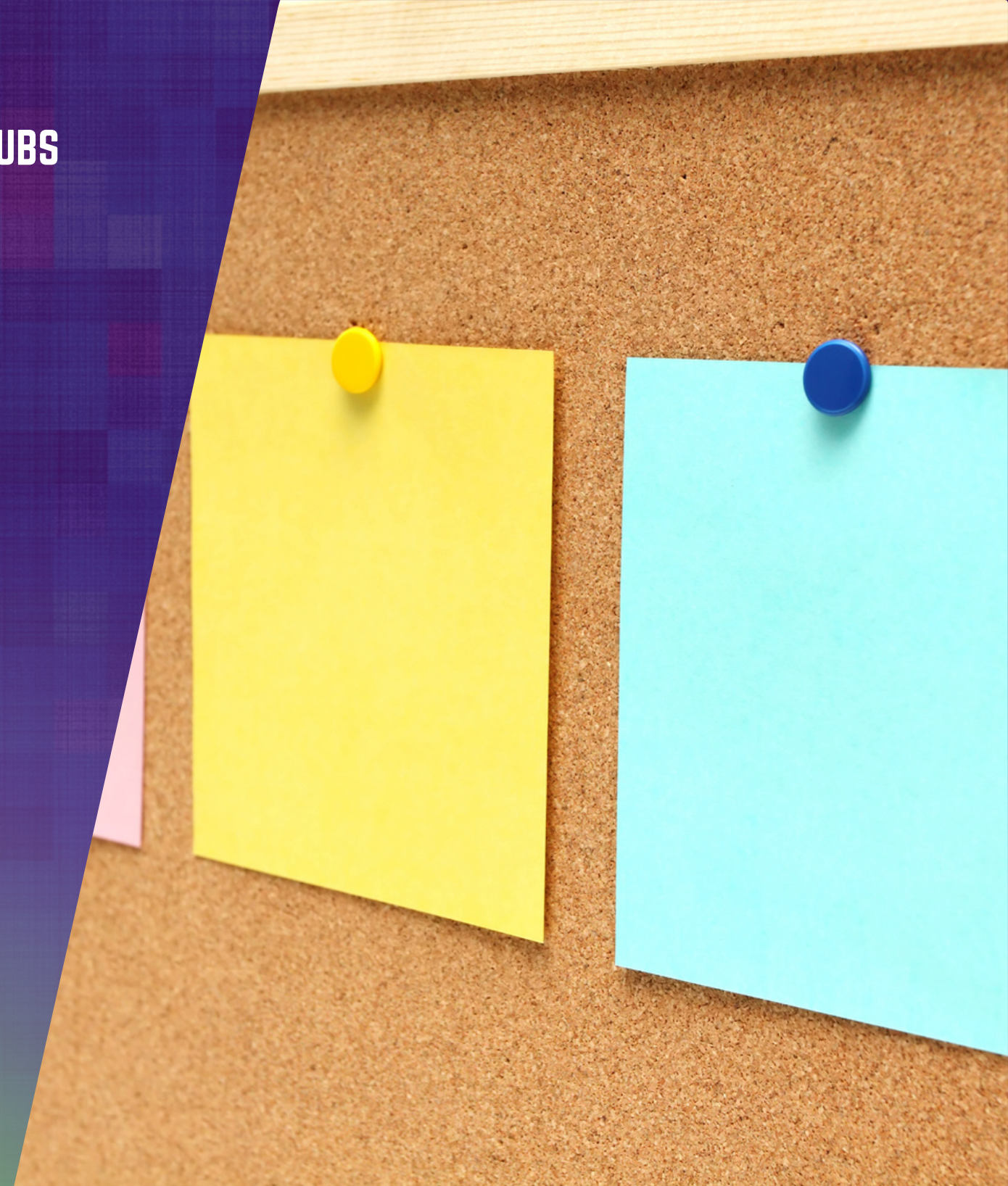
**NO WEBSITE NO VISIBILITY  
SIMPLE SET UPS EASILY PUT TOGETHER  
KEEP CONTACT DETAILS UP TO DATE  
PUT UP CONTENT ON A REGULAR BASIS  
CLUB MEMBERSHIP OPTIONS AND ONLINE  
PAYMENTS**





# NOTICEBOARD

**MULTIPURPOSE  
PRINT OFF YOUR WEBSITE STORIES OR  
NEWSLETTER AND PHYSICALLY POST IT AT  
THE CLUB  
UPDATE REGULARLY  
USE VISUALS ADOBE, CANVA ETC.**





# INSTAGRAM AND TIKTOK

**NOBODY IS AN EXPERT AT EVERYTHING  
YOU DON'T NEED TO BE EVERYWHERE  
OPPORTUNITY TO ENGAGE YOUNGER MEMBERS**







WATERFORD LSP COMMUNICATIONS SESSION FOR CLUBS

## LOCAL MEDIA

WLR 48,000 LISTENERS EVERY DAY  
NEWS AND STAR FULL LOCAL SPORTS  
COVERAGE

MAKE IT EASY FOR THEM TO SEE YOUR STORY  
TAG THEM ON SOCIAL WITH YOUR RESULTS OR  
EVENTS



# ON THE BALL

WITH GAVIN WHELAN



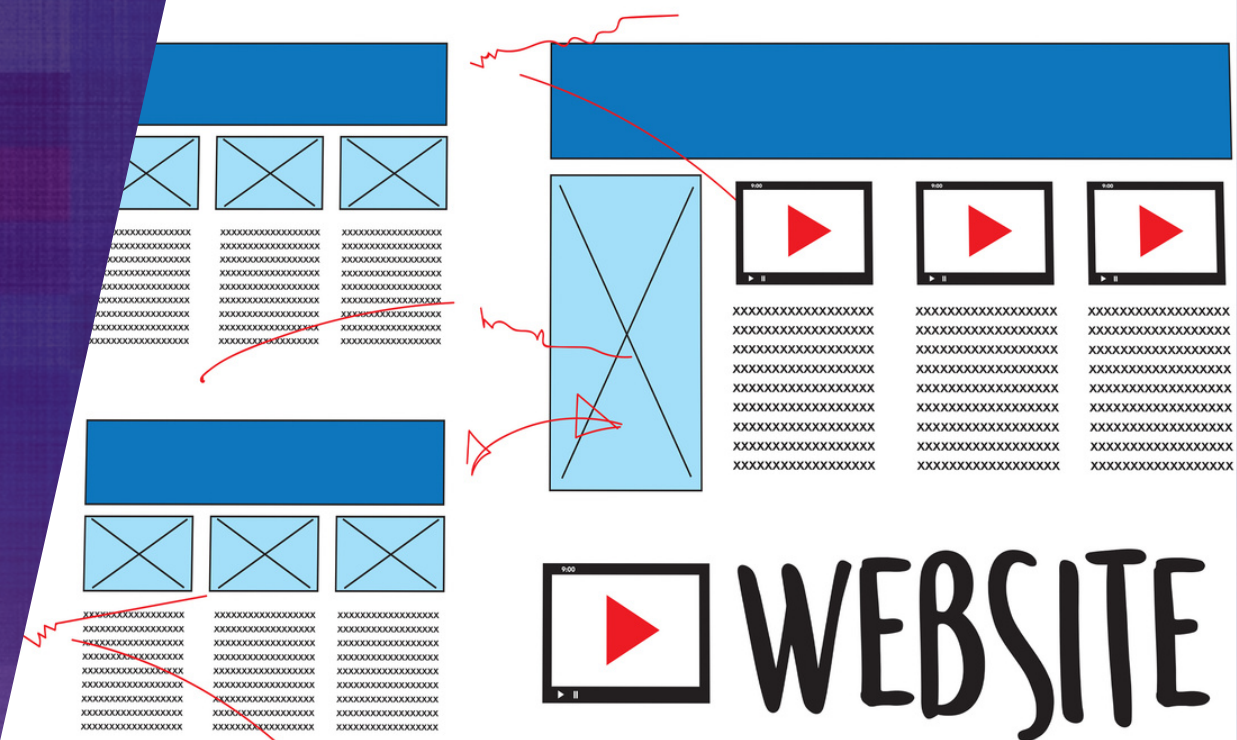
**MONDAY** 6PM





# APPS

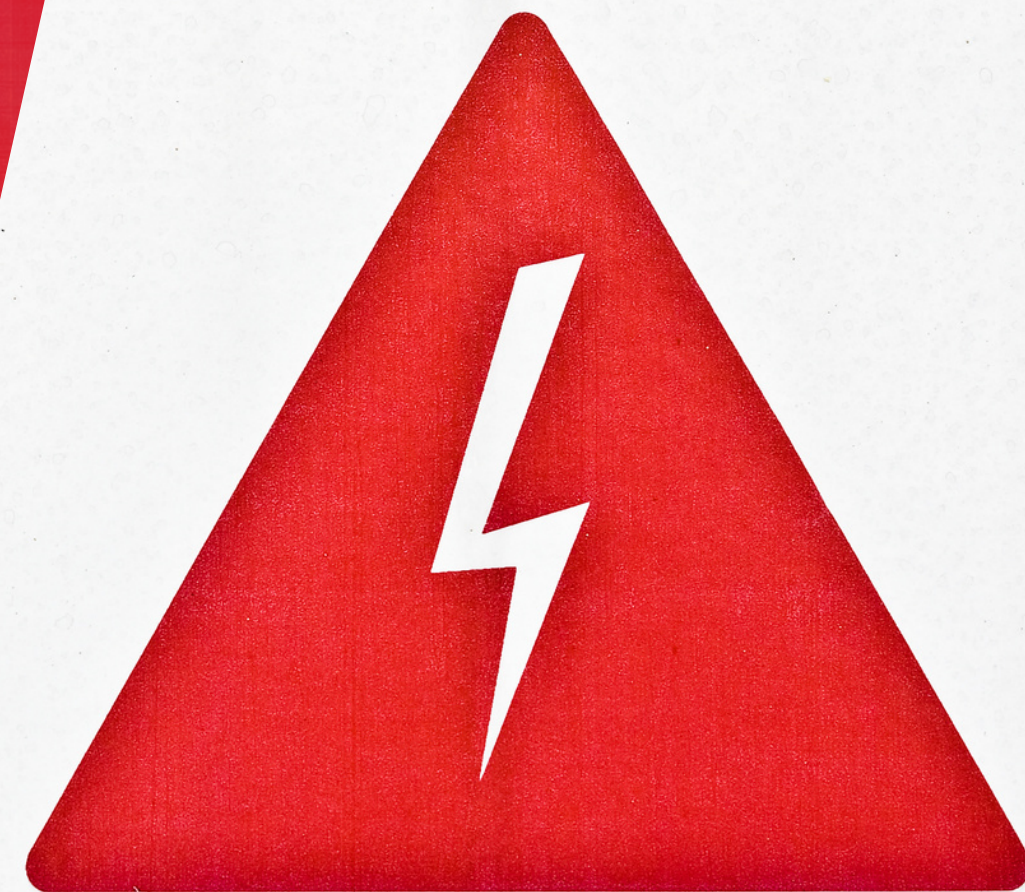
**LOT OF PLAYERS IN THE MARKET  
TEAMER, CLUBBER, PLAYYON, ETC  
ALL HAVE STRENGTHS BUT REQUIRE ANOTHER  
'DESTINATION' ON THE PHONE  
GET THE BASICS RIGHT FIRST**





# **BE CAREFUL**

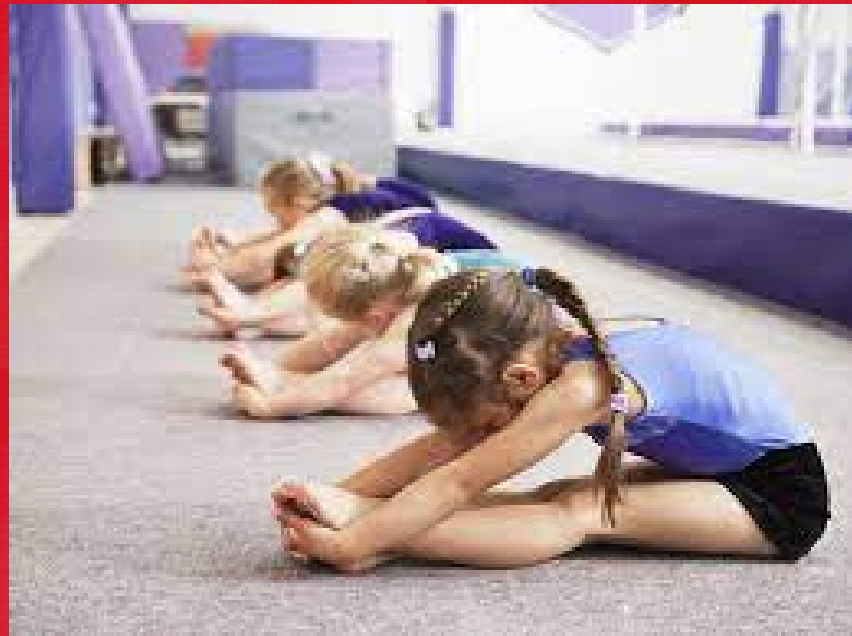
**EVERYTHING YOU SAY AS A CLUB REFLECTS  
ON YOU AS A CLUB  
IMAGERY CAN BE A MINEFIELD. AVOID TEAM  
PHOTOS OF KIDS  
USE IMAGES WITHOUT FACES  
CONTROL ACCESS TO YOUR CHANNELS**



# **DANGER**



# BE CAREFUL





# **BUILD A TEAM**

**YOU MIGHT BE SURPRISED AT THE CREATIVITY YOU HAVE  
WITHIN YOUR CLUB**

**EMPOWER INDIVIDUALS WITH RESPONSIBILITY**

**USE A LIMITED ACCESS WHATS APP GROUP TO  
SHARE STORIES ACROSS CHANNELS**

**DO NOT BE AFRAID TO REPEAT**

**PLAN YOUR REGULAR OUTPUT**









# YOUR TURN...

**ROB HARTNETT, SPORT FOR BUSINESS**

