



COMMUNICATIONS PLANNER

Important notes

If you haven't already, link your Instagram and Facebook accounts via Meta Business Suite. This allows you to run ads and post to both platforms at the same time. For information on how to link your accounts, [please visit this Support article](#).

This guide will mainly focus on Meta (Facebook and Instagram) as it is generally the most effective.

Why do you need a Communications Plan?

This communications planner allows you to spread out your direct and indirect contact across a desired period and ensures you're releasing all of the information you need, satisfying your sponsorship commitments and doing it all in a way that is consistent and isn't overwhelming or confusing.

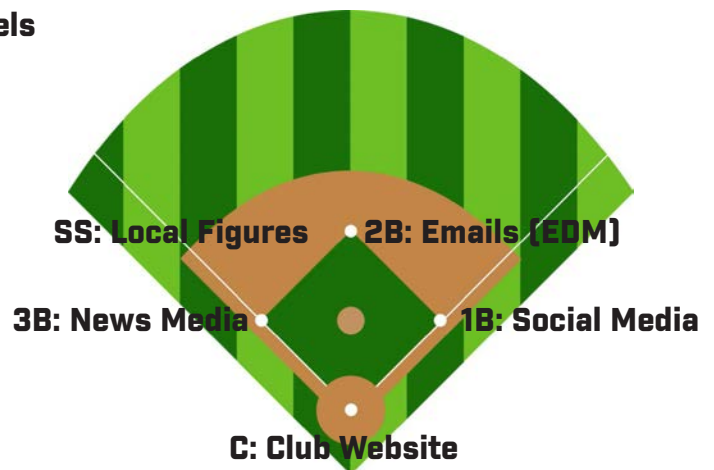
Your communications plan should address:

- Your Club Website
- Club Social Media accounts
- Emails to your current members
- Emails to last season's members
- Engagement with News outlets (Newspapers, Radio, etc.)

Your Communications Plan should operate alongside and integrate with your Recruitment Plan, everything pre-season needs to direct towards your Come and Try Days!

Contents

	CHAPTER 1 - Communication Channels
2	Club Websites
3	Social Media
	Facebook
4	Instagram
	LinkedIn
5	TikTok and Short Form Video
6	Email (EDMs)
7	Engaging Local Figures (Politicians)
7	Traditional Media
8	CHAPTER 2 - Planner
10	CHAPTER 3 - How to: Paid Social Media Ads
12	Baseball QLD Contacts





CLUB WEBSITE

Everything goes back to your Website.

The value of a modern website cannot be understated. This is your membership funnel and if done well will have the club receiving expressions of interest year-round.

You want to have your Sign Up Information as a main tab on your website. There are not many clubs that do this. You can link through to other pages with more specific information, but these specific pages should not be where people start. This Sign Up page will be the page all of your advertising should link to.

The page should have the following at a **minimum**:

Short Summary on your club. (one-two sentences)

Club Address/Location

Redcliffe Padres Baseball Club is excited to be able to bring you the 2022-2023 Sign on days held at Talobilla Park, Klingner Road, Kippa-Ring;

Sunday 31st July 2022 10am to 3pm

Wednesday 3rd August August 6pm to 8pm.

At this years sign on day you will be able to enjoy:-

- Sausage Sizzle
- Come and Try Sessions with Padres Coaches
- Purchase and ordering of uniforms
- The Leading Edge Traveling Van for all equipment purchases
- The friendliness of our current members who will be volunteering on the day

SIGN ON IN THE BATTING CAGES - PLEASE FOLLOW THE MAP, SIGNAGE AND DIRECTIONS OF OUR VOLUNTEERS

You can also sign up online.

SIGN UP ONLINE

Come and Try day information

Example shown ->

Season information - October - March or March - September (if specific dates are available, list them)

Age groups and Registration fees

2022/2023 FEES

Western Districts Baseball Club Inc. is a not-for-profit Club and as such, all funds are spent on getting players onto the field, meeting Club expenses and maintaining and growing Club facilities.

PLAYER FEES 2022/2023			
MEMBER TYPE	AGE DATES	BA/BQ FEE	TOTAL FEE 2022/2023
Under 8 Try Out	31 Sep 2014 - 31 Aug 2017	\$78.00	\$78.00
Members (Child/Adolescent)	15 years +	\$48.00	\$48.00
Members (Full contact)	15 years +	\$148.00	\$148.00
Girls League (New 10th Underball)	31 Sep 2013 - 31 Aug 2014	\$78.00	\$78.00
Girls League (New 11th)	31 Sep 2014 - 31 Aug 2015	\$104.00	\$104.00
Junior League	31 Sep 2017 - 31 Aug 2019	\$148.00	\$148.00
Senior League	31 Sep 2019 - 31 Aug 2021	\$148.00	\$148.00
U18 Big League (10th & 11th & 12 years)	31 Sep 2017 - 31 Aug 2018	\$148.00	\$148.00
Big League (10th & 11th & 12 years)	31 Sep 2018 - 31 Aug 2019	\$148.00	\$148.00
Adult Seniors	15 years +	\$104.00	\$104.00

***Discounts apply for 2nd (50%) and 3rd (25%) junior player member of the same family.

***Discount applies to player fees if player or player member is junior or senior team.

***Discounts need to be applied for and will be paid on a cash value.

NOTE - Payment plans are available if you are experiencing financial hardship - contact Treasurer - Wendy Grant - at treasurer@wdbclub.com.au

If you can, include information on how far you might expect people to have to travel. (i.e. most fields are within a 30 minute drive, or the furthest south Seniors will have to travel is Mudgeeraba)

“Seasons start in October and finish in Late March, with a break late December, early January”

Be clear, give them important information!

For more information on setting up and managing your Club Website, please visit the Websites and Emails page on Club Hub: <https://baseballqueensland.com.au/club-hub-websites/>

Now, how to get people to your website?



SOCIAL MEDIA: FACEBOOK

Social Media is a funnel to your Website

Social media helps you communicate with members by providing instant updates, news, and behind-the-scenes content. You build your community on your social media pages, redirecting them to your website for more in depth information and resources.

Paid Social Media Ads

Social media outlets allow you to strategically target specific demographics, interests, and locations. This allows you to create powerful ad campaigns that are delivered to the news feeds of only those that have the highest likelihood of engaging with your ad.

A major benefit of paid social media marketing is that it features fairly precise tracking and analytics, providing valuable insights to optimise future campaigns and improve your conversion.

Facebook

Facebook is still a powerhouse in the Social Media sphere, however, it's starting to trend towards the 25+ age groups.

Managing your club Facebook page effectively will allow you to connect, engage and expand your community. Consistent, quality posts will be your best tool at growth.



- Include a call to action: "Click here to read more" or "What's your most memorable baseball moment?"
Always respond to comments - engage with people and foster conversation
- Make sure your Profile Picture is your club logo (and it is clear and legible) and your Cover Photo(s) are relevant and high quality.
- Match the name of your Page as closely as possible to the name of your club. You'll typically want your location as well as your club name. i.e. Coomera Cubs Baseball Club vs. Cubs Baseball Club
- Post as the club, not as yourself. "We," "The Club," etc.
- Always include high quality images or videos (never text only!)
- Optimise your imagery to fit the standard sizes - link this with Instagram to ensure your posts are consistent across the two sites.
- When posting about your sponsors, tag them, and include their logo in any attached media.
- Post Stories to engage with supporters outside of planned posts, use them as an opportunity to share extra photos or behind the scenes content - or push people towards a new post! Make sure to cross-post these between Facebook and Instagram.

Facebook has specific times that are best for posts. You'll need to experiment with your posts to determine which ones apply to your audience.

7am, 12pm, 1pm, 3pm 6pm, 8pm - some times will garner more clicks, others work better for engagement (likes, comments, etc.)



SOCIAL MEDIA: INSTAGRAM/LINKEDIN

Instagram

Instagram is an equally powerful platform which has become the platform of choice for younger generations alongside video powerhouse TikTok.



As noted at the start of this document, Facebook and Instagram accounts can be linked. This allows you to post across both at the same time.

For that reason, the same tips carry over from Facebook to Instagram; here's a couple of differences to note:

- Posts must include an image or video, Instagram doesn't allow text-only posts at all.
- Hyperlinks cannot be posted on Instagram (you can't click them!) - so refer people to the page or to a link in your bio where the page/information can be found.
- You might want to setup a LinkTree, this allows you to house a heap of links in a mini directory. The Brisbane Bandits use one on their Instagram; check it out here: <https://linktr.ee/brisbanebandits>



LinkedIn



Quite often overlooked, LinkedIn can provide a unique place to share more targeted content.

It can also serve as a method for finding potential sponsors or corporate teams!

While you can definitely copy over your posts from Facebook, LinkedIn is more of an engagement breeds engagement platform.

Create a club page and join groups, comment and engage with posts, you'll start to build a community. Sharing baseball (or local business) news, uplifting stories, stories of success, inclusion and equity. The launch of your clubs new inclusive training program, the success of your womens team, etc. - The kind of stories that Newspapers would pick up!

The other opportunity LinkedIn presents is engaging with your clubs local business community. Seeking donations, sponsorships or corporate teams can all be facilitated on LinkedIn.



SOCIAL MEDIA: TIKTOK AND VIDEO CONTENT

TikTok and Short Form Video Content

Clubs can leverage short form video platforms to rapidly increase their reach. TikTok is currently the largest platform, featuring a highly active and engaged younger audience.

Unlike the other platforms, you don't want your videos to be too professional, you'll want them to be quality and easy to watch, you essentially want to trick people into watching ads for your club. Younger audiences tend to skip videos that appear like paid ads quite quickly.

- Behind-the-scenes content: Offering glimpses into the training sessions of your Div 1 players, dugout moments, or pre-match rituals can provide unique and exclusive content. This helps foster a deeper connection between those players and the wider club.
- Player profiles and interviews: Sharing short interviews or profiles of players allows fans to get to know their teammates or higher division players. Just make sure it's authentic and relatable.
- Highlights and memorable moments: Showcase exciting game highlights, incredible plays, strikeout compilation, or other memorable moments. Short, snappy compilations will be easy to watch and can generate excitement and spark conversation.
- Collaborations with influencers: Partnering with local influencers who have a passion for sports can amplify the reach and impact of the club's content. Influencers can create engaging videos that feature the club's branding or engage in challenges related to the sport or team.
- Fan-generated content: Encouraging fans to create their own content related to the club, such as dances in uniform, chants, big hits, great plays, can help generate a sense of community and increase user engagement with no extra effort to the club!

Remember, TikTok's creative and fast-paced nature requires content that is visually appealing, concise, and has a unique flair. Aim to be entertaining and memorable.

Video content that you create for TikTok can be shared across the other video platforms as well:

YouTube Shorts

Instagram Reels

Snapchat Spotlight

Facebook Video

Twitter

Need some inspiration?

There is no better baseball presence on TikTok than the Savannah Bananas.

<https://www.tiktok.com/@thesavbananas?lang=en>

MLB also have a great presence on TikTok

<https://www.tiktok.com/@mlb?lang=en>

For more information on Social Media, including YouTube, please visit Club Hub by [clicking here](#).

EMAILS [EDM]

Direct Emails to Current and Former Members

Emails are the most direct way that you can communicate with your members. Short newsletters allow you to convey a variety of information in one burst, direct to their device.

You'll want to limit sending too many emails and newsletters are a great way of doing that.

Using free software like MailChimp allows you to track how many people open or click on your email. This gives you valuable datapoints to know when emails catch peoples attention, it also gives you great justification for sponsorships. This kind of data is extremely valuable.

- Gather email addresses of past and potential players through online forms, registrations, tryouts, and referrals. Past player emails can be exported from Game Day! Ensure that the email list is segmented based on relevant criteria such as age, skill level and current vs past members to send targeted and more personalised messages.
- Personalise it: software like MailChimp allows you to include personalised fields, such as their name.
- Include relevant contact details - a phone and email address for your Registrar or Club Coach.
- Link through to more information - your website's Sign Up page will be a good place!
- Call to action - "Attend our Come and Try day" "Secure your spot, register now!" etc.
- Review and analyse results - you will be able to tell which emails worked best and which ones didn't, adjust any further emails based on the trends and data you have available.

Engaging Local Figures and Politicians

Sometimes reaching out to your local councillor, state or federal MP and their opposition members can result in a little bit of extra airtime for your club. You might also have a local influencer or independent news outlet that you could create a relationship with.

Whether you get a shoutout on their social media pages, in their newsletters or you might want to offer them a platform to engage with the community at your Come and Try day.

Creating a relationship with your local politicians will only benefit your club! Whether it's a little bit of free advertising during recruitment season, a donation or sponsorship, or when it comes time to negotiate facilities upgrades - politicians are your friends.

Offering your clubhouse to them to host community engagement events also expands your relationship and allows the community to become more familiar with the club - even if only through association.





TRADITIONAL MEDIA

Traditional Media

Developing a relationship with your local journalists will be key to furthering your clubs reach within the community.

Traditionally, outlets will only run stories that present a great story - a dedicated volunteer, a rising star, an unlikely success story, an underdog victory. High emotion, feel-good stories get traction.

For more information on Traditional Media, please visit the Club Hub page:

<https://baseballqueensland.com.au/club-hub-traditional-media/>



Club Media Coordinator

An effective club Media Coordinator will grow the clubs brand and presence within the local community and remove that pesky "not enough communication" comment that often plagues baseball.

Look internally to identify a Media Coordinator, you may find that there's someone with a passion for graphic design, communications or social media that can lend a hand. Sometimes you'll have a student that can use work with your club in their portfolio.

If there's no one internally, reach out to local universities or high schools to see if there are any students interested in these areas who'd be happy to do some volunteer work with the club!

A Media Coordinator Position Description will be available on BQ's Club Hub.

CHAPTER 2: COMMUNICATIONS PLANNER

Defining the details

Set goals and objectives

Determine what you want to achieve, such as increasing the number of people who have liked the page, recruitment/registrations, or increasing the number of people subscribed to your email database.

What are your goals, are they specific to a time of year? (i.e. Recruitment goals?)

Identify your target audiences and where to find them

Identify the different groups you need to communicate with, such as supporters, sponsors, media, players, and volunteers. Understand their needs, preferences, and communication channels to tailor your messages to each group.

Select communication channels that will maximise your reach and engagement with each target group. This can include social media platforms, website, email newsletters, press releases, community events, and partnerships. You may have to do some research for this.

Target audience (i.e. Parents of Potential Players or Existing Members)	Platforms/Channels

Craft your messaging

Develop clear and concise messages that align with your club’s values, goals, and desired image. These messages should be consistent across all communication channels and resonate with your target audiences.

e.g. baseb**ALL Genders**, baseb**ALL Abilities**, baseb**ALL Ages**

Try to do something catchy, not overly wordy or overly formal/professional. You’re marketing your club, you want to be fun, accepting and welcoming. You might push that your club is “participation and fun focused” or that you’re about “developing a love of the game.”



CHAPTER 2: COMMUNICATIONS PLANNER

Executing and Evaluating



Create a content calendar

Plan a schedule for what you're posting where. Outline the topics, events, and promotions you want to cover and establish a timeline for when to release them. This helps maintain consistency and ensures timely communication.

There's no real templates for this, just write things onto a calendar! You can go in depth as you want - whether you just write a name or summary of the post, or if your calendar includes the image/video and text.

Developing engaging content

You'll want to create a base of templates that you can use across a variety of posts. This might be a number of different blank or editable tiles or banners in your clubs colours.

Canva is a great place to start if you've never done graphic design work before!

<https://www.canva.com/>

You'll also want to make sure there is a database of photos and videos of your clubs players and volunteers, this gives you content to use across the website and communications.

Talk with your committee, hopefully there is already a database available to you to use, otherwise, put a call out within the club. Find out who your volunteer photographers are or organise for someone to take photos and videos for you.

Engage, Assess, Review

Actively engage with comments, reviews and enquiries across your different channels.

Address concerns promptly and maintain open lines of communication.

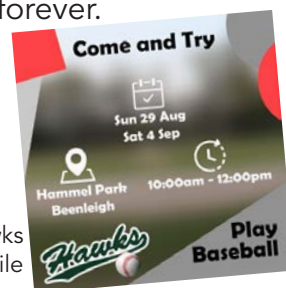
Assess what works and what doesn't and adjust accordingly. You want to put effort towards the posts and initiatives that work the best.

If you notice something isn't working effectively, try to assess why, test out a different approach before completely dropping a method from your Communications planning.

Use data to justify your decisions. Don't make judgements. Be vigilant and adaptive, the digital spaces especially change rapidly and one approach won't work forever.

Typically, the data you'll care about are:

- Click through rate (Website visits)
- Follower growth
- Cost per engagement (CPE)
- A/B testing



E.G. Beenleigh Hawks
Come and Try Tile

For more about these and instructions on how to do paid Meta (Facebook and Instagram) advertising, head to the next few pages.

HOW TO: PAID ADS

Meta Business Suite

Meta have pretty thorough step by step guides on how to setup ads, recommended content and more. A collection of the relevant guide links are available on the next page.

The main steps

First you'll want to **determine your advertising objective**. Are you looking to increase brand awareness, drive traffic to your website, generate leads, or promote a specific product or service? Defining your objective will help you choose the right ad format and targeting options.

In Ads Manager, click on the "Create" button to start a new campaign. Select your campaign objective from the available options. Facebook offers various objectives, such as brand awareness, reach, traffic, engagement, conversions, and more.

Recommended: Leads or Awareness (Promote your Business Locally)

Specify the target audience for your ad. You can define your audience based on demographics, interests, behaviors, and more. Facebook provides robust targeting options to reach your desired audience effectively.

You shouldn't necessarily need to target your ads too heavily and you'll want to avoid targeting too specifically. (you'll reduce your reach)

DETAILED TARGETING OPTIONS:

Demographics: If you're looking for juniors you can select Facebook accounts that are known or believed to be parents.

Interests: Don't just restrict yourself to only people already interested in baseball if you're looking to increase the reach of your club. Instead you might select all of the Fitness and wellness and Sports and outdoors interests.

Behaviours: You shouldn't need to select anything in this category.

Determine your ad budget and schedule. You can set a daily or lifetime budget for your campaign and choose the start and end dates. Additionally, you can specify whether you want to run your ads continuously or set a specific schedule.

Meta will show you the expected reach and adjust it based on the amounts you select combined with your location and targeting settings.

Boosting Posts

Rather than creating a new campaign entirely, your other option is to boost posts that you've already created.

You can boost Facebook or Instagram posts.

You'll either want to select "Get more leads" (instant details capture) or "Get more website visitors" (link through to your sign up page, Page 2 of this document)

[How to boost a post from your Facebook Page](#)



HOW TO: PAID ADS

Club Media Coordinator

AWARENESS ADS

<https://www.facebook.com/business/goals/build-awareness>

<https://www.facebook.com/business/learn/lessons/promote-your-website>

LEAD GENERATION ADS (NAME/EMAIL/PHONE CAPTURE)

Recommended Performance Objective: Leads

[How to Create a Lead Ad from Meta Ads Manager](#)

[Design specifications for lead ads](#)

[Recommendations and Requirements for lead ads \(MUST READ\)](#)

- [Examples of reasonably prominent notices in lead ads](#)

[Pre-fill Questions Available on your Instant Form](#)

- [Prohibited Questions](#)

BEST PRACTICE GUIDES

[Best approach for video ads](#)

META COURSES

<https://www.facebook.com/business/learn/courses>

Advertising

<https://www.facebook.com/business/learn/courses/advertising>

CULTURE AND TRENDS INSIGHTS

<https://www.facebook.com/business/foresight>

Clubs are encouraged to contact Nick Wyllie for further support in ads setup and tailoring the ads targeting to your area.

CONTACT DETAILS

Meta Business Suite

BASEBALL QUEENSLAND

CONTACT DETAILS

Head Office

Ph: (07) 3217 5072

Website: <https://baseballqueensland.com.au/>

Email: admin@baseballqld.asn.au

Address: 2.02 Sportshouse, 150 Caxton St, Milton, 4064

Club Support Coordinator

Club Support Coordinator: Nicholas Wyllie

Email: nick.wyllie@baseballqld.asn.au

Social and Traditional Media Resources are available on Club Hub.

<https://baseballqueensland.com.au/club-hub/>

Nick is responsible for assisting clubs in planning, governance, facilities, funding and council liaison.

He has also developed Club Hub as a base of support and templates for all volunteers.

While Baseball Queensland has a Media coordinator, clubs should direct any media related questions to Nick first, at the address above.