



## GUILDFORD HOCKEY CLUB

AFFILIATED TO SURREY HOCKEY ASSOCIATION AND ENGLAND HOCKEY  
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### AGM 2022 – Communications Report

The objective for Club Communications remained to present the club as an integrated whole made up of different sections, teams, groups and initiatives with the aim of providing a Great Hockey for Everyone in our local area.

The main communication tools used were mostly unchanged from the previous season:

- GHC website (including the contact us email button)
- Social media accounts: Twitter, Instagram, Facebook, LinkedIn
- Teamo (club and team management, messages, posts, emails)
- Google

#### *Highlights and initiatives this season*

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**Brand extension project** – having updated the GHC crest and logo several years ago, we set out to further update and make the most of our brand. Given the breadth and depth of the club's various programmes, sections, and initiatives, we decided to create a family of brands that would help us easily advertise our offering throughout our various communication platforms, both internally for the GHC membership and externally for the wider public.

Logos were created for the different Sections/programmes and for each team/age group. The colours all link to those found in the crest. For example:



The former basic/'outline' version of the logo (maroon outline on white background) was retired; it was felt that with modern digital media, the multi-coloured version (as printed on playing kit) is now easier to reproduce and that having one version of our crest/logo reduces the risk of any confusion.

We hope that these graphic images help club members and the public navigate, understand and value the superb efforts that go into making all of the hockey happen at GHC in so many different ways.

Many thanks to Cathy Sanderson for designing a few different versions to choose from and helping choose the way forward – and also for the ongoing support to create new logos every time we add a new team or programme!

**GHC Values** – GHC Director of Hockey undertook a project to codify the GHC Values. After much in-depth research and thinking, led by M1s player and club coach James Bennett, these values were distilled into: *teamwork, passion, creativity, respect*. Youtube videos were posted and the values are regularly added to our online and printed communications, including on pitch-side banners (see below), and they are incorporated into the new GHC Section/Programme logos. The values are also used in our coaching programmes to help players and coaches bring the values into what happens on and off the pitch. Huge thanks to Dan and James for making this happen.

**The Scoop** – a new triannual online magazine, *The Scoop*, was launched to replace the static printed annual brochure that we had been producing for 5 seasons. It was felt that the cost and time to produce an annual version became too much for the benefits it derived; a 3x per season version can be adapted more quickly to reflect what is happening during the season and in connection with our Partners and their needs and wishes.

**InTouch** – 38 editions of *InTouch* were sent during the season and during pre-season and summer. These are now sent through teamomail which does not allow for tracking so it is difficult to know how many get delivered and read (in contrast to previous tools we have used to deliver it like LoveAdmin and Mailchimp, both of which had other limitations from which we have moved away).

**Social Media** – we have focussed on making posts to social media more regular and more connected to relevant organisations and hashtags. Some posts have made very good impressions including up to 10s of thousands of impressions. In terms of followers and activity, we are slightly above numbers that would be expected of a club our size in the hockey world in England:

Twitter – 2836 followers, 3166 following  
Instagram – 1865 followers, 1333 following  
Facebook – 842 followers, 191 following  
LinkedIn – 23 followers (and building!)

**Partner Wall** – we designed and installed a new Partner wall in the clubhouse – acrylic holders were installed on the left hand side wall to honour and thank our GHC partners.



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**Banners** – we also designed and installed 21 new banners on the blue and green pitches. Many thanks to Cathy Sanderson who helped design and install these and to Genie Ross whose company handled the production and Genie even helped deliver them to the club!

**Communications Plan and Expert Advice** – Mrs Sally Hart, a parent with years of public relations experience, pulled together a really useful and valuable communications plan to help promote the club – thank you very much.

## ***Looking forward***

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### Social Media

Continue to grow our social media presence and impact. Given that different platforms appeal to different demographic groups, we need to continue to build on all platforms (and possibly consider any others):

- LinkedIn – boost our profile and connections on LinkedIn, mostly in connection with our growing Partnership programme.
- Instagram stories – continue to create and share
- Increase the number and coverage of Partner advertising across our social media channels in line with their wishes.
- Increase the input from members – please send blurbs and photos to [news@guildfordhc.com](mailto:news@guildfordhc.com)

### Website

The GHC website is now going on its tenth season. We need to review the requirements for the website and choose to either re-develop with our existing provider or develop anew (NB there is no budget allocated for redevelopment this season so any costs would need to be planned or worked out from what is already allocated to the ongoing running of the website). If anyone in the club has experience with website design or hosting and would like to get involved, please get in touch.

There are many tools now available (including an offering from teamo and from other sports club platforms) and a full assessment needs to be undertaken.

The website used to be the main access point for league fixtures (Fixture Live feed). With the change to the GMS, we have not yet been given a widget to feed fixtures through our own webpages – it remains to be seen if this is coming and will be part of the website going forward.

### Google my business

Traffic through the GHC website has reduced this season for two reasons: match reports used to be posted on the GHC website (they now sit on a separate site so there is no longer the weekly click from the InTouch mailshot) and the fixtures (and therefore club contacts for opposition organisers) have not been listed on the webpages as previous to this season (see point about the GMS).

These points, along with the continuing rise of Google my business, has meant that much of the traffic that used to go through the GHC website now seems to be going straight through Google. We are getting upwards of 30k kits on Google in some months.

While we consider future use/development of the website, time will be spent improving how GHC is presented on Google my business.

### Banners and Signs

We will continue to design and post banners, in particular for our Partners. And we will revisit the signage project that was started at the beginning of the season – this was to include signage at the front of Broadwater School and to help direct traffic to the club (with GHC crest). However, the banners took more of the budget for the project than planned so we put the rest of the signage on hold. As we did not do as well as expected on the overall club budget for the season, we will re-visit the signage as soon as we can.

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