



YORKSHIRE

NETBALL

MARKETING AND COMMUNICATIONS WORKING GROUP

Date: 09/05/24

Attendees: Hayley Tepliakov, Cathy Hewitt, Linda Ginesi, Beccy Lewis (part), Stacy Hopkinson, Alex Hvass

Apologies: n/a

Content:

HT

- Update from catch up with Competitions
- Brand launch update – very successful, increased engagement and reach on socials since

SH

- YN50 emails being issued by EN ASAP
- Distribution list negotiations ongoing with EN
- Awaiting seat on ENgage for creation of emails to reduce overhead on EN
- GDPR is overarching barrier
- Awaiting new competitions calendar – will pick up in planning session

AH

- Mental health awareness week coming up
- Interview from rhinos to post
- Engagement through reels really improved
- Pride campaign needs a brief but may send ideas over
- ONE awards requires support – HT to pick up with LE
- Once website goes live, will need a launch post

CH

- Video all booked through, focussing on getting attendance
- Going to start getting interviews booked in

- Postcards to be dished out at the end of season
- Putting postcards in goodie bags at ONE awards
- Looking for more opportunities to pass out postcards
- Options to reward honorary life members
- Will pick up tournament after exam season – still at art of possible stage
- Request to consider website content
- ONE awards attendance – HT to check

LG

- Website development still underway, continues to be very time consuming
- Pushed launch date back due to limited feedback - want to make sure it's in a great place for launch
- Next step is to check views and functionality on different devices

