

WSAFC COMMUNICATION CHANNELS 2024



WHAT CONTENT WE POST

- WHERE
- WHY

& HOW TO REQUEST YOUR POST

This document details the channels we use to get communications out to our members.

Communication Channels

We have several channels to communicate to our members and the wider community. These include the below.

PLATFORMS

Facebook

- Main page
- Private Members page

Instagram

- Club account

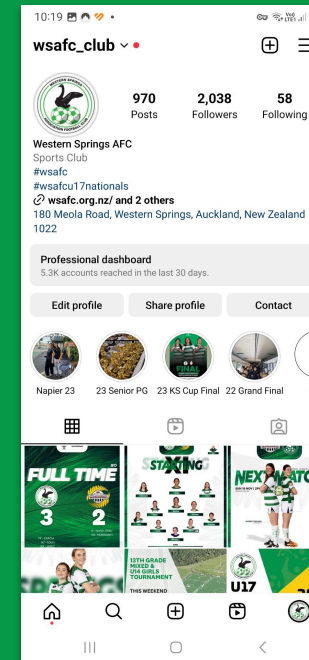
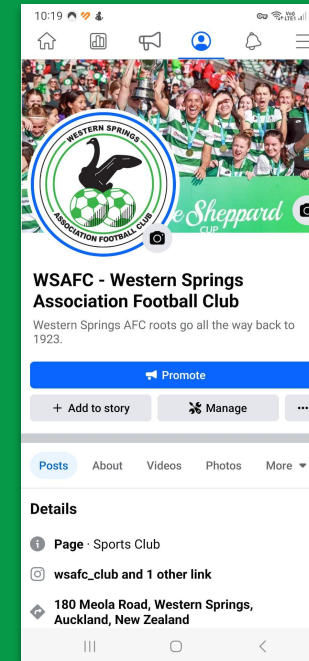
Website

Twitter / X

Club account

E-newsletters

Notice boards



Communication Channels

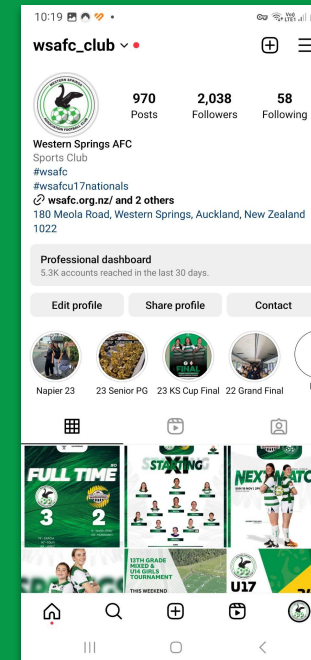
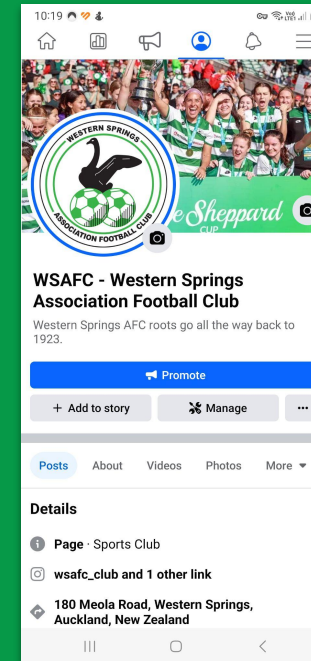
What content do we communicate?

We have content focussed on the junior/youth club and the senior club, including our Premier teams and other general updates.

There is always a balance to be found between these and an intent not to over communicate.
i.e One post a day, One e-newsletter a week.

We have a communication calendar with our aim to pre plan content and not be last minute.

We also strive to have consistent branding across our communications.



Communication Channels



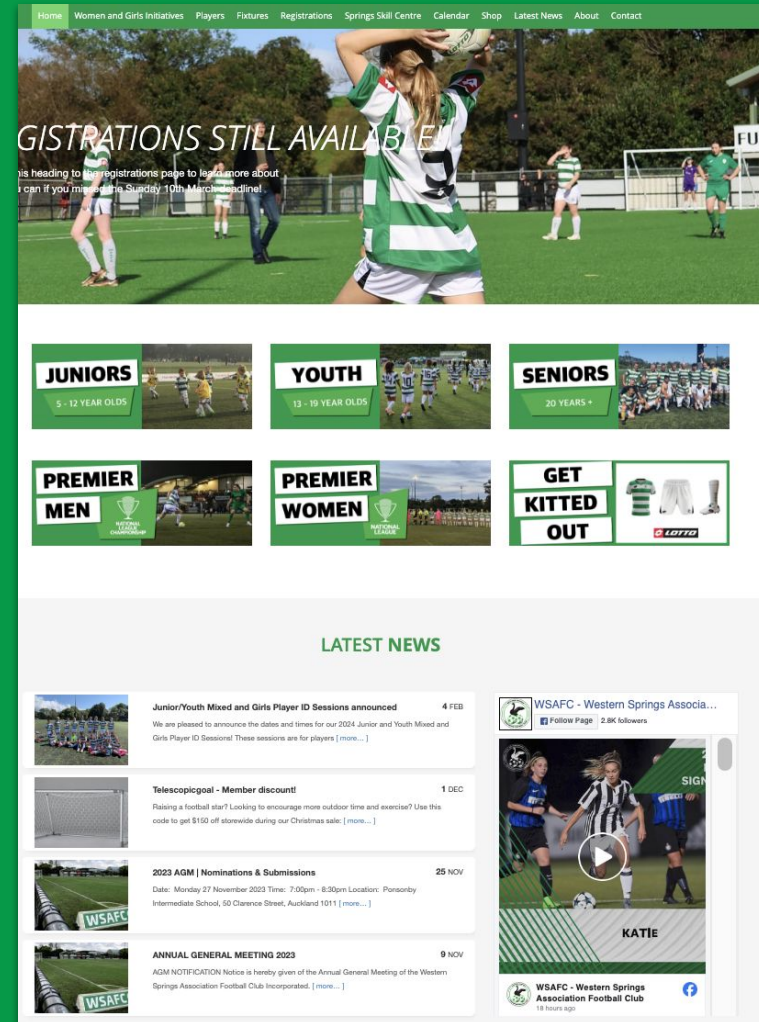
www.wsaafc.org.nz

The website is the information hub for all of our key club content. It's a place where people can come to find out everything about the club.

If you feel there is content that is missing and should be added, please let us know.

The website does have a Latest News section which can be used to promote key updates.

We use social media and e-newsletters to send a majority of our news and updates out to our membership.



Communication Channels



We have 2 Facebook pages

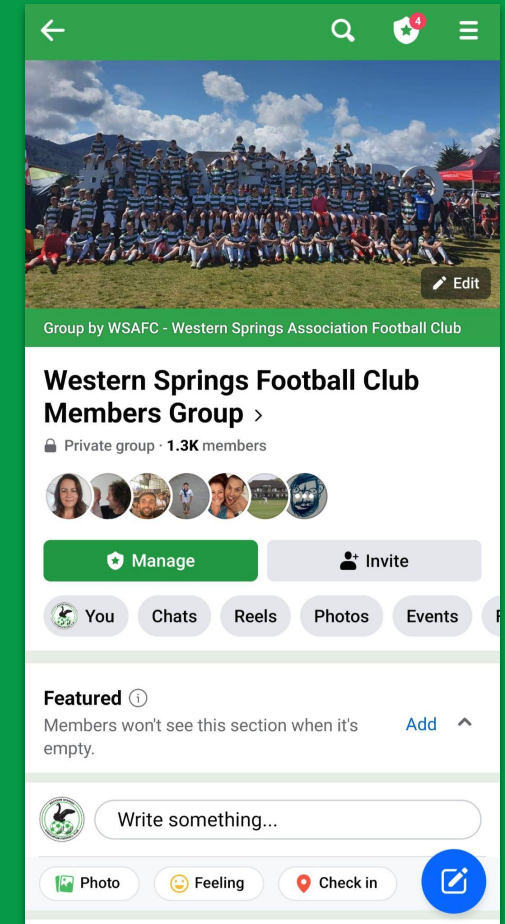
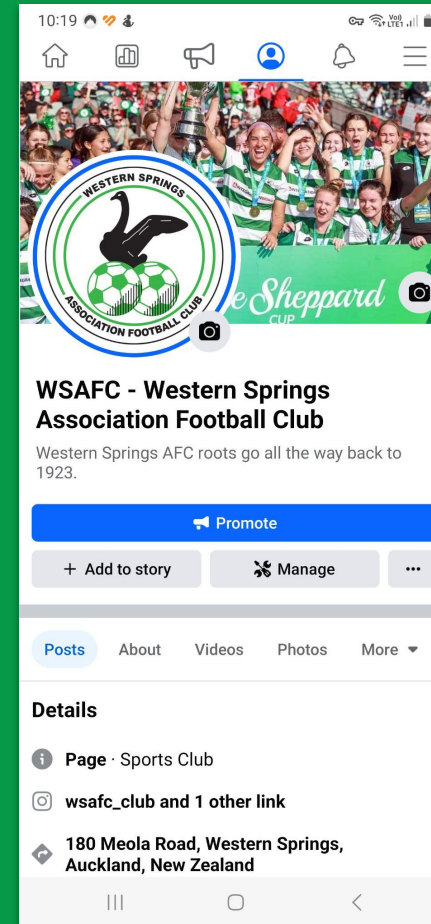
- 1- The Public page
- 2- Our Members Private page (members must be approved to join)

As much as we all love WSAFC, not all our content is relevant for the wider world.

The Members Private page has 2 uses-

- 1- if we have WSAFC only related content- i.e. quiz night, sausages sizzles
- 2- for our members to post freely to our community- i.e. a proud parent posting about their child, lost property, assistance, self promotion.

Content is monitored to ensure no spam gets through.



Communication Channels

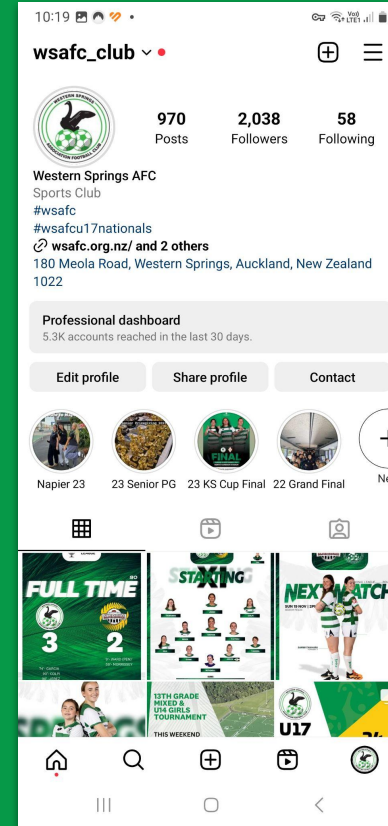


Instagram

In general, content is the same as Facebook.

Instagram stories are a great way to get more informal / fun content out .

Stories are also used to post live game updates of our Premier teams or how a tournament is progressing.



Communication Channels



E-newsletters

We send out various e-newsletters, including-

- Monthly Team Talk
- One off i.e. AGM, Prem games
- Internal comms to junior/youth grades
- Key Announcements

All our Members can receive these e-newsletters so they are a great way to ensure club wide communications are delivered.

TEAM TALK
May 2024

Hi Howard,

Welcome to the fourth Springs newsletter of the year!

Write a piece for the next 'Team Talk'. In the weeks to come, if you want to put out any notices or make our members aware of any events, please email communications@wspfc.org.au. We want to hear what's going on with your team.

This weekend sees our 17 house season kick off with our Junior, Youth and Senior teams' season being kicked off next week. Good luck to all of you and we look forward to celebrating all your successes. [Here is a handy calendar for all of us enjoy the holidays again!](#)

We are being seeing the new beach shorts for all girls and women's teams in our 10th grade NSW teams and from the 10th grade up. [Check out more on the website here](#).

The club is reaching out to our membership base seeking opportunities for part time work for some of our Premier players. If you have any idea past involvement that would suit these times please contact Mike on how@wspfc.org.au and see if we can achieve a mutually beneficial arrangement for all parties.

GENERAL CLUB UPDATE

Our Constitution- have your say
A review of the Club's constitution is underway to ensure it's fit for purpose to take the Club forward and to comply with the new Incorporated Societies Act 2022. The Club's constitution is a basic set of rules for how the Club is run and sets out the Club's purpose, what it does and how it operates.
A member that has a five-minute period to speak to members on **Tuesday 13 May**. Following this a Special General Meeting will be scheduled to adopt the new constitution.
To find out more, click [here](#).

Women and Girls Plan Update
2024 has started very well in the Women and Girls Plan space! In fact over 75% of our women and girls action items are either in progress or have been completed. [Click here to see our plan for all the exciting progress being made to deliver our Women and Girls Page](#)

Meals Round Update
As we head into the winter season, here is a progress report of what is taking place with AF and MCFST. We're really happy to have our canteen open for the season from last Monday! We're also working with MCFST, AF, Council and the Waterfalls Local Board to look for a better, more logical solution to the Meals Round canteen options.

We're keen to get MCFST to change the way they book the gates to the new canteen that can assist to enter the WSAFC canteen are then able to enter the MCFST Meals road canteen entrance in much the same way that we've done for the last 15 years.

It's proving to be a challenge at the moment, but we're working our way through this and hope to have a positive update.

In the meantime for the weekend of the 6-10th May, please exercise care and patience in finding a car parking spot and hopefully we'll have more options for next week.

WSAFC App gets a refresh
We have provided a new and improved version for all members. The app will include regular news, pitch directions, fixtures and other fun and important updates regarding WSAFC.
• [Android | Download WSAFC on Google Play Store](#)
• [Apple | Download WSAFC on the App Store](#)

2024 CLUB QUIZ NIGHT
NAPIER 19th NATIONAL TOURNAMENT FUNDRAISER
7PM, SATURDAY 8TH JUNE

The 2024 Western Springs AFC Quiz Night is here and being held at the clubrooms in June. Tables are limited so contact Dylan Weaver to book at communications@wspfc.org.au 8228-6026 is a TABLE OF 6.

We would also love your help to assist in making it a great night!

Price donations
We are hoping our members could offer some suitable donations of drinks/snacks/refreshments etc. Your donations will make a huge contribution to the evening.

Be recognised for your help
In return, we would be happy to recognise you or your business in our marketing and advertising efforts for the night. We will also be sure to acknowledge your donation at the event itself.

Please contact
If you are able to contribute a price, please contact Dylan Weaver at communications@wspfc.org.au. Thank you for your time and consideration.

JUNIOR CLUB UPDATE

LAST CHANCE | REGISTRATIONS | 2024

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Junior and Youth Registrations Close
Sunday 10th March!

Kia Ora Howie-John,

With just one day left until Junior and Youth registrations close, we thought we'd give you one last chance to register before you miss out for good. This email is sent out to the entire club, regardless of registration situation. Before the registrations close, make sure to double check on your family, friends and team parents as this is it!

Don't wait to the last minute! To avoid disappointment make sure you register by Sunday!

Girls and Women's Open Day
Saturday, 16th March!

Get your girl friends together and come on down to Section Fields for a fun filled morning of football with some great spot prizes to be won! This fun day is focused on women and girls in the community (but is open to all) who are keen to have some fun on the turf. Enter the draw for some spot prizes, enjoy the skills stations and pick up some new boots at our Famous Great Boot Swap (which will run from 9.30am to 10.30am).

Season Start dates

- In-house Junior (5th - 12th Grade) - 3rd May -

JUNIOR CLUB UPDATE

Boys 11-12th April - 28th July
 Registrations can now be done online, but please ensure you complete the form.

Boys 9-10th April - 28th July
 Registrations can now be done online, but please ensure you complete the form.

Boys 6-8th April - 28th July
 Registrations can now be done online, but please ensure you complete the form.

Boys 4-5th April - 28th July
 Registrations can now be done online, but please ensure you complete the form.

Boys 2-3rd April - 28th July
 Registrations can now be done online, but please ensure you complete the form.

Boys 1st April - 28th July
 Registrations can now be done online, but please ensure you complete the form.



Communication Channels



Twitter / X is mainly used for live game updates for our Senior Premier teams.

Club Official updates are also posted here as the platform is used by media and industry people.

As a platform, this is our least used one.



Communication Channels



Noticeboards

We have notice boards around the clubhouse and our electronic scoreboard.

We use these to promote our sponsors, ground information and important updates.



Communication Channels

How can you get some content / news onto these channels?

We are an open club so we are always happy to talk.

Get in touch with our Communications team.

Please send an email to communications@wsafc.org.nz

Remember, our content is pre planned well in advance so if you can give us as much notice as you can, that is very helpful.

Once we understand your requirements, we can determine the relevant channel(s) to use to get your communication out.

We look forward to hearing from you.

WSAFC Communications team.

