



Communications Strategy

This strategy recognizes that the Macedon Ranges Running Club (MRRC) requires a consistent approach to communication with its stakeholders. It also recognizes the needs of members to be able to receive updates and communication in various convenient ways while respecting the sponsorship relationships of the club. The recommended approach to the various forms of communication also aims to ensure only financial members receive confidential information such as sponsorship discount codes.

Since the original communications strategy of October 2012, the use of Facebook has increased as a communication method by both the members and committee. Also, sponsors may have an expectation of reaching members via Facebook. Over recent years some people have not renewed their registration however, they remain 'members of the Facebook' page. The committee recognized editing the Facebook membership to remove those who were not financial each year would be an onerous task and may not be productive in terms of growing the club. Further, the committee decided during 2018 to allow non-financial members to join the Facebook page. This decision recognized, whilst the Facebook membership was not limited to financial members, it provided an ideal platform for people who wish to follow the Club and for Past Members to keep abreast of activities/programs which may tempt them to join or renew a membership.

Communication Policy

Email, whether via the MRRC Gmail or via Club2ic or via a combination using Google Drive and a list provided by Club2ic, is the formal communication medium used for all formal communications with the membership, club renewals, advertising sponsor benefits, club training programs and events.

Facebook is used as a chat room, advising of events, planned daily or weekly runs, branch activities and other running related information. Be aware that not all financial members are on Facebook.

Additional communication streams are detailed in the table below.

Email- (Club2ic and/or Gmail)	Formal club communication method for members and other interactive contacts. The advantage of Club2ic is the ability to filter a data base of Past and Present members to achieve a target mailing list. Example, only financial members or members of a specific branch or active SRG participants etc.		
	Used for	Managed by	details
	Membership renewals	Treasurer	Encourage use of PayPal by members when paying membership subscription.
	Details of member benefits	Sponsorship Committee	
	Special Announcements – e.g. Covid 19	President, Vice President and Secretary	Full Committee involvement required
	General announcements and Club running milestone Events	Committee	
	Club Events – e.g. information evenings	Committee and sponsorship committee	
	Promoting and acknowledging formal partnerships and financial sponsors of the club	Committee, Sponsorship committee and Grant coordinator	
Facebook	The conversation – this is a place for members to communicate with each other. Used by Coordinators, Leaders and Members to coordinate daily/weekly runs. Used by the committee to communicate special announcements which can include community announcements and acknowledgment of the club partnerships. Posts should be running related with the avoidance of advertising non running related events or material.		
	Used for	Managed by	details
	Branches use Facebook to organize weekly runs	Facebook members	
	Running tips and sharing info	Facebook members	
	Club milestone Events and running events, club information evenings	Committee	
	Non authorized advertising or promotions	Committee to delete these posts	
	Personal opinion or negative commentary will not be tolerated	Committee to manage	Carry out in accordance with the club Facebook policy
	The aim is to maintain a Facebook site free of commercial activity	Committee to manage	From time to time the committee may want to acknowledge sponsors/supporters

	Promoting and acknowledging formal partnerships and financial sponsors of the club	Committee, sponsorship committee and grants coordinator	
Shout Out	A publication that brings together useful information and upcoming dates in one place. Published at ad-hoc intervals depending on committee time and skills. This document is also useful as a record of activity and demonstration of governance that is useful in applications for community grants.		
	Used for	Managed by	details
Shout Out	Communication to members and non-members: emailed via Club2ic and posted on Facebook	Committee	Be aware to manage the communication so that non confidential sponsor discount codes for financial members only are not displayed here.
Website	The website should be viewed as a general source of information – aimed equally at potential members and current members.		
	Used for	Managed by	details
	Providing a summary of the Club, meeting locations and times, prime contact details and links for joining but also for providing running programs, sponsorship details, an easy access for Club Rules and Policies and a calendar of Club events with a link to all registered running events in Australia for current members.	Committee	Manage the communication so that confidential sponsor discount codes for financial members only are not displayed here.
Instagram	Currently 1000 followers and used as a photo record of events. Has potential to attract members		
Other	Messenger and WhatsApp are used by some branches to coordinate their runs. The use increased during Covid after some negative responses to Facebook posts. Continues to be useful at branch level. Coordinators are encouraged to provide Facebook posts as a way of encouraging new members		