



SCOTTISH ORIENTEERING ASSOCIATION COMMUNICATIONS STRATEGY JANUARY 2009

Objectives (why communicate?)

To put in place a comprehensive internal and external communications system that:

- Keeps all relevant stakeholders informed and updated.
- Increases awareness and understanding.
- Reduces instances of misinterpretation.
- Promotes orienteering out with the SOA

Audiences (who communicate to?)

Internal Audiences (Key Stakeholders):

- SOA Board of Directors
- BOF Board of Directors
- Representative from sportscotland
- SOA Members
- SOA Clubs
- SOA Professional/Development Officers
- Scottish 6 Days Company
- SOA Controllers
- SOA Coaches
- SOA Squads
- SOA Post Holders, e.g. Competitions Convener
- Club Child Protection Officers
- Orienteers outside Scotland
- Orienteering related businesses (e.g. Compass Sport, DOLM)

External Audiences:

- Landowners / Land Managers
- Potential Sponsors / Partners
- Coaches (teachers, sports)
- General Public (Potential New Members)
- Press

Key Messages (what need to communicate?)

- SOA Governance documents (Memorandum & Articles, Bye-laws)
- SOA Policies and guidelines
- Child protection updates
- SOA Rules and guidelines
- Event fixtures, information and results
- National Centre Information (e.g. ROMP, Courses)
- Event reports/stories
- SOA Board affairs
- Access information and embargoed area details
- Information on international competitions and development weekends
- Selection criteria and selected squads
- Officials details (controllers)
- Help, advice and key contacts
- Information about orienteering, events and results for external audiences (via media)
- Club Information
- Membership Information
- Advertising Information
- Training Courses and material
- Area information / Permanent Course information / Maps
- Requests for offers for SOLs/Major Events

Communication Tools (how communicate the information and when?)

It is proposed that the following tools are used to communicate the information:

1. E-Newsletter: A monthly newsletter compiled by the Development Officer and distributed to SOA members via club secretaries. The focus is on short, key, timely information,
2. SCORE: A bi-monthly magazine compiled by the Score Editor and distributed to SOA members either by hardcopy or by email (optional to members). Contributions from members, Board of Directors and regional reporters. The focus is on reports, common interest, sharing information.
3. Website: The SOA Website (www.scottish-orienteering.org) updated and maintained by the website editor with contributions from SOA post holders and regional reporters. The focus is on live, current information for SOA and general public viewers
4. Handbook: An annual handbook compiled by the Development Officer and communicated to members via the website (optional hardcopy available). The focus is on key SOA information and contact details.
5. Annual Report: An annual report compiled by the Board of Directors and distributed to members along with AGM papers (hardcopy).
6. Press Releases: Up to date information about orienteering, events and results shared with the press for communication to external audiences. Press releases to be compiled by the regional reporters.
7. Leaflets: SOA marketing information targeted at the general public who have an interest in orienteering

Roles (who will communicate the information?)

1. Development Officer
2. Score Editor
3. Web Editor
4. Regional Reporter (New Role: See Appendix A for job description)
5. Board of Directors
6. Other SOA Post holders, e.g. Squad Managers
7. SOA Members

Summary

A summary of the strategy has been collated into a table. See Appendix B.

KPIs and Evaluation

The communications strategy should be reviewed and updated each year by undertaking an assessment of what works well and identifying any barriers to effective communication. From this exercise, priorities for action in both external and internal communication should be identified.

Two performance indicators have been set for 2009:

1. Internal Communications - The percentage of (A) SOA Clubs and (B) SOA Members who feel the SOA keeps them well informed: A = 75% ; B = 75%
2. External Communications – The percentage of press releases produced that get printed in local newspapers = 25%

APPENDIX A: Regional Reporter: Job Description

(operations: voluntary role)

Appointed by: SOA Executive
Period of tenure: Not limited
Reporting: Regular standard report to Marketing & Communications Director

5 x Regional Reporters: North - Aberdeen and Deeside
North - Highlands and Moray
West
East
South of Scotland

Aims

1. To provide up to date information about orienteering, events and results within the region for communication to internal audiences/key stakeholders.
2. To provide up to date information about orienteering, events and results within the region for communication to external audiences (via media)

Duties and Responsibilities

- Keep up to date with orienteering activities within the region.
- Maintain contact with local clubs to keep up to date with activities.
- Provide updates for the SOA Website as and when newsworthy items occur.
- Provide reports for SCORE Magazine on activities within the region.
- Develop and maintain a range of media contacts within the region.
- Secure placement of orienteering content in appropriate regional media.
- Invite the press to attend major events within the region.
- Keep a record of all press cuttings, radio and TV coverage.

Pro-forma for reporting ("Nothing to report" is permitted!)

1. Any Achievements you wish to highlight to Board of Directors
2. Any Issues / Areas of concern you want to highlight to the Board of Directors
3. Any Requests of the Board of Directors

APPENDIX B: COMMUNICATIONS STRATEGY: SUMMARY

Key Message (WHAT needs communicated?)	Audience (WHO communicate to?)	Tool (HOW communicate the info?)	Time (WHEN communicate the info?)	Role (WHO will communicate the info?)
SOA Governance Documents	SOA Members / Clubs	Website Handbook Annual Report (if updated)	Maintained up to date Maintained up to date Annual	SOA Company Secretary
SOA Policies and guidelines	SOA Members / Clubs	Website Handbook Score (if updated)	Maintained up to date Maintained up to date Bimonthly	Board of Directors (Policies)
Child protection updates	SOA Coaches / Club CPOs	Website E-Newsletter	Maintained up to date Monthly	PO (CPO)
SOA Rules and Guidelines	SOA Members / Clubs	Website Score (if updated)	Maintained up to date Bimonthly	Postholders (Rules / Guidelines)
Event fixtures, information and results	SOA Members	Website (primary) Score (if required)	Ongoing Bimonthly	Fixtures Co-ordinator / Competitions Convener SOA Members and Clubs / Regional Reporters
National Centre Information (e.g. ROMP, Courses)	SOA Members / Clubs / Squads / Orienteers outside Scotland	Website (primary) E-Newsletter (secondary) Score (secondary)	Ongoing Monthly Bimonthly	Development Officer
Event reports/stories	SOA Members	Website Score	Immediate Bimonthly	SOA Members / Regional Reporters / SOA Clubs
Board of Directors affairs (meeting minutes, plans etc)	SOA Members / Clubs / Officers / Sportscotland	Website Score Annual Report	Ongoing Bimonthly Annually	Board of Directors
Access info and embargoed area details	SOA Members / Clubs / Squads	Website E-Newsletter	At Decision Monthly	Competitions Convener / Operations Director
Information on international competitions and development weekends	SOA Squads / SOA Members / sportscotland / Press	Website E-Newsletter Score	Ongoing Monthly Bimonthly	SOA Squad Managers / Performance Director

Key Message (WHAT needs communicated?)	Audience (WHO communicate to?)	Tool (HOW communicate the info?)	Time (WHEN communicate the info?)	Role (WHO will communicate the info?)
Selection criteria and selected squads	SOA Squads / SOA Members / Potential Sponsors / sportscotland / Press	Website E-Newsletter Score	Maintained up to date Monthly (as changed) Bimonthly	SOA Squad Managers / Performance Director
Officials details (controllers)	SOA Clubs / SOA Members	Website Handbook	Maintained up to date Annually	Controller of Controllers / Operations Director
Help, Advice and Key Contacts	SOA Clubs / SOA Members / Potential New Members / Press	Website Handbook	Maintained up to date Annually	Development Officer / Communications Director
Information about orienteering, events and results for external audiences (via media)	Potential Sponsors/Landowners/P partners Potential New Members	Press Releases	Ongoing	SOA Clubs Regional Reporters
Club Information	SOA Members / Potential New Members	Website Handbook	Ongoing Annually	PO / Communications Director
Membership Information	SOA Members / Potential New Members	Website Handbook	Ongoing Annually	PO / Communications Director
Advertising Information	Potential Sponsors/Partners / O-Related businesses / General Public	Score Leaflets	Bimonthly Printed	Development Officer / Score Editor
Training Courses and material	SOA Coaches / Coaches / General Public	Website Printed	Maintained up to date	Development Officer
Area information / Permanent Course info / Maps	SOA Members / Clubs / Squads / Potential New Members	Website	Maintained up to date	SOA Clubs / Mapping Coordinator / Development Officer
Requests for offers for SOLs/Major Events	SOA Clubs	Website (Secondary) E-Newsletter (Primary) Score	Ongoing Monthly Bimonthly	Competitions Convener / Operations Director