



THE COMMUNICATIONS GROUP

OBJECTIVE

1. Raising Awareness of Sport Leeds & the Active Lifestyles Strategy (vision/ aims/ objectives/ actions)
2. Raising awareness of partner organisations
3. Provide Comms' Support in developing collaborative projects, city-wide events and campaigns.

CONSIDERATION POINTS

- Time, time, time – “I have a day job!”
- Who is doing what i.e task allocation?
- What is the relevance to our audience of mentioning partners i.e. why would Rhinos retweet LUFC and vice-versa?

PRIMARY IDEAS

- We are light on **quick absorb info** – how can we make that simple?
- We have no **collective video** or digital messages – this is who we are
- **Universal email** footer click-through
- We all need **a voice!**
- Partner **recognition** – who are we all
- **Pen profiles** for pages & hyperlink to partners
- Flow of **(constant) information**
- **Twitter** Takeover
- Calendar of **events** = we ALL have a story

ACTION POINTS

- Identify our **universal voice**
- **Infographics** for Leeds Sports Awards Programme
- Create a **'Go Pro'** style video
- Constant **flow of information to** central point (the WHO at next meeting)
- SL Website to have more frequent updates/**pull through of social media** feeds
- Strong **features on each partner** with all partner to cross reference and support
- Be confident in the **collective messages** – less nerves, more pride!
- Attribute **exacting timescales** to the above (next meeting)
- **Allocate roles** within sub group with support from Abbi (next meeting)