

## Covid-19 Action Plan for Clubs

### PART TWO – KEEP YOUR CLUB IN THE SPOTLIGHT

In challenging times people look for leadership and connection to others. At the moment many people have a lot of time on their hands. They seek entertainment and knowledge. Now is an important time to use the media (modern and traditional) to **keep the club in the news** during the closure period.

*Address two distinct audiences:*

- **Current members – keep them engaged and motivated to return when the club reopens.**
- **Potential new members – impress and motivate them to join on reopening.**

**1. Social Media** – consider all the different platforms before deciding which will work best for you. Monitor the statistics you can access about your posts. Use this information to refine your efforts - note what type of stories are most effective, and on which platforms.

Tag other clubs and organisations where possible to get to more people seeing your posts.

Consider services such as Canva ([www.canva.com](http://www.canva.com)) to make your posts look as professional and appealing as possible.

**2.** Local newspapers and radio usually run a lot of sports news. In the current circumstances they are crying out for sports stories. **An opportunity for the tennis club** to supply stories featuring for

example, the history of the club, notable past or present members, recent achievements that the club is looking forward to repeating etc.

**3.** Connect your story to **the big story – health**. Stress that tennis is one of the healthiest sports to play. Highlight that tennis is non-contact and naturally incorporates social distancing.



**4.** Start preparing text and photos **now** for the biggest story of all – the **reopening** of your club.

**5.** Ask members to use their **personal social media accounts** to share positive

stories and images about the club. If 50 members post about the club, and 50 people see each member's post, the club stands to gain a lot of exposure.

6. Post regularly. Consider a **schedule** of themed posts - e.g:

**Monday:** strike a positive note to set the tone for the week – an inspirational tennis quote?

**Tuesday:** a committee member writing of plans in hand for the reopening.

**Wednesday:** international tennis news.

**Thursday:** throwback – remembering a story from the recent history of the club.

**Friday:** junior news.

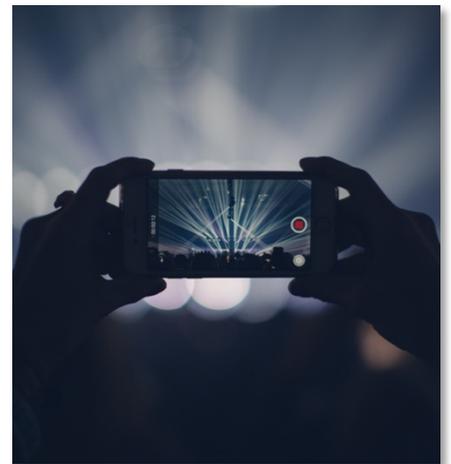


7. While keeping Child Protection to the fore, remember that your young members will want to hear from their peers at the club. If you have any junior members who are budding authors, **recruit them** to connect with their peer groups.

8. Engage in an **interactive** way with members – e.g. online quizzes.

9. League team captains could host **virtual dinner parties** with their team members.

10. **Asking your members** for ideas on how to promote the club at this time and on reopening serves two purposes. Firstly, it keeps members engaged with the club, and secondly it may produce fresh and innovative ideas.



11. Create a video from pictures and footage you already have that celebrates **the uniqueness of your club**. Leave viewers in no uncertainty as to why they should remain a member, or join for the first time.

12. Get your coach to write in local media about **fitness issues**, and the fitness benefits of tennis.

13. Charities are taking a hit at the moment. **Host a charitable event** using an online format. It will bring new faces to the table, motivate members and generate publicity, all whilst raising funds for a good cause.

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