

## **Social Media & Sponsorship Report.**

Sponsor relationships remain fairly healthy, boosted with investment from Patisserie Mark Bennett this year.

The thanks of the club go to all title sponsors and match ball sponsors The Harbour Hospital, PKF Francis Clark, Hoare Lee and the previously mentioned PMB.

Social media campaigns were bolstered by revised team sheet formats and the addition of fixture cards and result cards to share where teams would be playing on the weekend and how they had got on.

I will state this became arduous, constant requests for photography from games, player head shots, anything that could save the same photo's being used time and again were ignored. The website and the social media channels need this to function, promote and create clicks, likes and reshares.

The website is in a similar position. Engagement remains healthy and positive lead when recruiting new players. But it needs buy in from all parties, adults and juniors to see it reach its full potential. Noticeably this year web traffic is down, but there have been no match reports to add in on a weekly basis which I understand only adds more and more to the work load of captains. It needs regular and often input to keep having the impact it had when redesigned on taking over the role.

In leaving the role I do feel both are in a healthier position than when I took it on, but it needs buy in from everyone to go to the next level, especially on the social media front and digital content front.

For the negatives I've mentioned, there have been a number of positives and thanks to everyone who has provided support and content.

I wish the new incumbent(s) of the role all the success with it in helping the club continue to move forwards.

Craig