

Media and Communication

Devon Tennis AGM January 2020

Activity

Three club forums on media and communication took place in 2019. Among those attending the one in Barnstaple were the Tennis Chairs of both Devon and Somerset. The forums have been well received, if not always well attended. At the Devon Tennis Forum in October there was a session on how to market clubs. Mutual support and advice are offered through a new Facebook group. Material has been submitted to the LTA which is setting up a Devon Tennis website, which we hope will be on line in the first quarter of 2020. In the meantime, Facebook is used primarily as a 'newsletter' for news and competition results.

The forums showed that many clubs are doing communication work, but these do not always resonate beyond immediate club priorities. A big part of the forums dealt with safety and legal issues around Images, Safeguarding and data. Big thanks are due to Lesley Crocker for her excellent support and expertise as we work to promote the sport in the county.

Issues

Maintaining a constant and relevant presence on social media throughout the year, which is important if follower numbers are to be increased, is very time consuming. Existing voluntary effort and visibility for tennis in Devon would be significantly helped if more clubs posted about their activities with relevant hashtags etc. Simply put, 10 more clubs routinely posting 3 notices a week immediately gives an additional footprint of 90 extras to like, share and comment on.

Social media and outreach has been helped considerably by coaches posting high quality videos and pictures during competitions. These events have attracted some of the biggest interest in 2019, and this extra work is very much appreciated and encouraged!

Part of the activity in 2019 during the competitions acknowledged the support of Mercedes SW and parents, both of which created more interaction and approval, which we can hope will help retain commitment.

Martin Dawes

Chair, Media and Communication WG