

Basketball Wales AGM

31 August 2019

Communications Report 2018/19

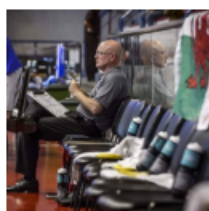
It has been another busy and successful season for Basketball Wales in terms of communication and social media. And as we look to the future...changes are on the way!

Social media

- **Twitter**

Year on year we are seeing a steady increase in our followers, as of 30 August 2019 we had 1,882 followers. This is way behind the other HCAs but we started from a very low base. We have had several tweets that have generated excellent coverage in terms of engagement and impressions.

For example, this tweet had 3,933 impressions (how many people saw the tweet on Twitter) and 103



Basketball Wales | Pêl-Fasged Cymru

@BasketballWales

Basketball Wales is looking for committed national team head coaches to help our junior players reach their potential and beyond...Is this you?

engagements (how many times people interacted with the tweet – liked, retweeted etc.)

Please note that these are voluntary positions.

For all the information please go to our website <http://www.basketballwales.com>
pic.twitter.com/A3aWsp4BTu

Top media Tweet earned 4,908 impressions

We are missing a player they said...we have just the guy, he's played a bit

@KieronAchara

#WePlay3x3 @FIBA

pic.twitter.com/wwmdLw1KZZ

This tweet from the FIBA We Play U14 3x3 event generated 4,903 impressions and 159 engagements. Include a retweet from Kieron Achara.



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Twitter continues to be a very valuable and interactive communications channel for us.

- **Facebook**

As one of our original social media channels it continues to grow and add value but not to the same extent as Twitter and Instagram.

As of 31 August 2019, we had 2,096 page likes.

The photos we post on Facebook attracts the most attention for our followers.

- **Instagram**

This has been by far our most successful social media channel during the past year. With several posts gaining more than 100 likes.

We currently have 1,228 followers.

Website

As stated in previous years, our current website is not fit for purpose. Therefor this will be the main communication tool that we'll be looking to improve this year.

A new website is in the early planning stages and will be a site that is more user friendly and informative than the current site. The aim is to get the site up and running by the end of September 2019, in time for the start of the new season.

It will be broadly modelled on the GB Basketball site that was relaunched earlier this year.

Newsletter

A new way of keeping member up to date with Basketball news and events will be a quarterly e-newsletter.

It will include any upcoming courses and events, results and fixtures, updates from the board as well as news from the wider basketball community including GB basketball, BBL and WBBL.

Branding

It has been several years since we looked at our brand and brand values – how we use our logo and the visuals we create.

We are currently working with a designer to re-work the logo and bring it up to date and to develop brand guidelines on how we use it.

You'll have to wait a little bit longer before we reveal all...! But we can give you a small hit...it still has a dragon at its heart.

Junior National Teams

It was another successful year for our junior national teams, every age group had the opportunity to play in tournament across the country and in Europe.

Each team had as much coverage as possible, but this was dependant on information coming from team manager or coaches.

Information was added to social media channels as quickly as possible, but sometime this was not possible due to work or other commitments.

Coverage from the U16 FIBA European Championships was comprehensive, with every game covered.

BBL Trophy

The senior men were invited to take part in the BBL Trophy competition and were drawn at home verses the eventual winners London City Royals.

The game was held at the Archers Arena on 23 December 2018.

Tickets went on sale and approx. 300 were sold.

The game was a success despite the result, and we receive great coverage. It is worth noting and thanking the volunteers who help make it a successful day.

GB Basketball

Basketball Wales is part of the GB Basketball communication team and work with our counterparts in England and Scotland to manage all communication for the senior and junior teams.

Next steps for 2019/20

- Launch new website
- Quarterly newsletter
- New branding