



MARKETING & COMMUNICATION POLICY

CONTENTS

OUR VISION	1
THE COMMUNICATION STRATEGY	1
OUR COMMUNICATION AIMS	1
OUR COMMUNICATION PRINCIPLES	1
STAKEHOLDERS	2
COMMUNICATION	2
Website	2
Yearbook	2
Social Media	3
Social Media Speech for Events	3
Email	3
Event Surveys	3
London Gymnastics Committee Meetings	4
London Gymnastics Regional Meetings	4
Sponsors, Investors, Suppliers and Partners	4
Photography	4
News Releases	4
BRANDING	5
ACHIEVING CONSISTENCY	5
FACTORS CRITICAL TO OUR SUCCESS	5
WHAT THIS STRATEGY MEANS FOR MEMBERS & STAKEHOLDERS	5
LONDON GYMNASTICS PERFECT 10	6
LONDON GYMNASTICS LOGO	7
Terms of Use	7
The Basic Elements	7
Logo and Claim	8
Typography	9
Discipline Specific Logos	9
CORPORATE COLOURS	9
EVENT PAGE RECORD	9
BITLY	10
EMAIL ATTACHMENTS	10
MAILCHIMP	10
PROMPT RESPONSE	11
COPYRIGHT	11
MEDIA AT EVENTS	11
SHARE YOUR NEWS	11
EVENT TIMELINE	11-12
SOCIAL MEDIA AT EVENTS	13

OUR VISION

London Gymnastics will deliver an exceptional programme of Gymnastics Activity that is competitive, informative and accessible to all.

Our key communication objectives are:

- To increase participation in the sport of gymnastics
- To develop and strengthen our communication with London Gymnastics members and stakeholders
- To provide strong leadership and direction that guides London Gymnastics towards our vision

THE COMMUNICATION STRATEGY

This strategy has been developed to help London Gymnastics to improve the quality of information that is conveyed within the sport to our members: Clubs, Coaches, Judges, Gymnasts, Parents and Officials. It also identifies how we will improve links with external stakeholders, including the media, sponsors and partner organisations. The Strategy includes details on current practice and future developments in five key areas:

- Our Communication Aims
- Our Communication Principles
- Stakeholders
- Communication Channels
- Branding

OUR COMMUNICATION AIMS

The Communications Strategy has been prepared in line with the following five aims:

- To increase understanding among Members of the services we provide, and therefore to improve satisfaction with these services.
- To ensure Members are aware of our plans for the future development of London Gymnastics
- Through improved consultation and involvement, we will listen to the views of Members so we can continue to develop the services we provide.
- To maintain a positive profile for London Gymnastics
- To promote, the sport of Gymnastics in London by developing and maintaining a positive profile.

OUR COMMUNICATION PRINCIPLES

Communication will be undertaken through a variety of channels, but should always be in accordance with the following key principles:

- Communication will be professional, honest, open and accurate.
- Communication will be accessible, and when necessary made available in alternative formats.
- Communication will be consistent, relevant and timely.
- Communication methods will be monitored and reviewed regularly.
- Communication will be cost effective and look to make effective use of new technology as appropriate.

STAKEHOLDERS

London Gymnastics will be responsible for developing effective communication links with Members and other key stakeholders. The target audience will vary dependent on the particular piece of information being communicated.

Stakeholders include:

- Management and TC Members
- London Gymnastics Affiliated Clubs
- Individuals; Coaches, Judges, Officials
- Sponsors of the Region or Specific Events
- Suppliers and Partners
- Media (press, radio and television)
- British Gymnastics, English Gymnastics and other Sporting and / or Official Bodies

COMMUNICATION

A variety of methods will be used to meet the objectives of the Communications Strategy, including:

Website

www.london-gymnastics.co.uk

Our London Gymnastics Website is the first place to go for all information about our events, policies and news.

The site will be regularly reviewed and updated, providing information about London Gymnastics and its services to Members. Technical Committees (TCs) are responsible for ensuring any information that is on the website is up to date.

Competitions, Course and Events organised by London or British Gymnastics can be found using the find search option on the right hand side of the website:

- Entry to all London Gymnastics Competitions is through the British Gymnastics Club Gymnet.
- TCs are responsible for ensuring all information on the Event Page Record (EPR) sits on BG Gymnet and hosts everything about the event:
- Dates (Event, opening & closing), Venue, Contact details, Entry Fee, Rules, Ticket information, Workplan in PDF, parents letter editable in Word and then results.
- It creates a historical record and should be the first place gymnasts, coaches, judges and parents go to for information about the event.

Yearbook

The London Gymnastics yearbook will be produced annually and will be available on our website. Follow the link to access the document <http://bit.ly/LGYearBook>

Social Media

London Gymnastics will share information on a daily basis through our social communication channels. Please share our social media details in your communications with our Members and also at Competitions and Events with Gymnasts, Coaches, Judges, Officials and Spectators.



/LondonGymnastics



@LondonGymnastics



@LondonGymnastic



/LondonGymnasticsUK

Speech to be read at All Events/Competitions at regular intervals

"Our London Gymnastics Social Media Team will be keeping fans up to date with the action during the competition. We need you to interact with us on Twitter, Facebook and Instagram by tagging us. We want to see your comments, messages and photographs. So keep in touch!"

Email

A monthly Regional Mailchimp email with London Gymnastics news will be sent to all clubs. Any interested individuals can sign up for the newsblast here <http://bit.ly/LGNewsBlast>

For special events / news an additional email will be sent to members.

TC's will email coaches, judges and officials as required to inform them of forthcoming events, changes to rules etc. Emails from TCs will include links to share where to find information on our website and not emailed attachments.

Contact details for the Management Committee and Technical Committee Members can be found on <http://bit.ly/LGcontactus>

Event Surveys

London Gymnastics has an online event survey which can be completed by members after a competition / event to allow them an opportunity to feedback on strengths and challenges of the event. The link to the survey will be sent out by TC / Event teams after the event and also promoted via our Social Media Channels. This information will be analysed by London Gymnastics and used to improve future events for our members. The event survey can be accessed here <http://bit.ly/GymEventSurvey>

London Gymnastics Committee Meetings

Our TC's will meet a minimum of four times per year to discuss Regional Events and Programmes. The London Gymnastics Management Committee (MC) and Joint Technical Committees (JTC) will meet six times per year. Minutes for all of these meetings will be available on the London Gymnastics Website.

London Gymnastics Regional Meetings

Annual General Meeting (AGM)

The AGM is open to all London Gymnastics Members and will be held annually in June / July. Information / Reports about the AGM will be placed on the website and links emailed to the club before the event.

Technical Assemblies (TA)

Technical Committees (TCs) will hold a TA to inform members of events from the previous year and plan for the forthcoming year. This meeting will take place within 8 weeks (either side) of the AGM. Dates will be published on the website.

The AGM and TA's will encourage two-way communication between London Gymnastics and its Members, giving London Gymnastics the opportunity to further promote the services that it provides and Clubs / Individuals to make suggestions for change.

Sponsors, Investors, Suppliers and Partners

London Gymnastics will continue to develop its relationship with sponsors, investors and suppliers. This will include dedicated promotional activity and increased profile for sponsors during Regional Competitions / Events throughout the year and via our social media channels. Only merchandise from London Gymnastics Approved Suppliers may be sold at Regional Competitions. During your competitions and events, remind the spectators which merchandisers are present.

Photographs

London Gymnastics will develop a library of high quality photographs that can be used for publicity and promotional purposes. Only images where we have written permission can be used. Credits should be added where necessary.

News Releases

London Gymnastics regularly promotes the success of our TC's, Clubs and members via our Regional Website. This is then promoted via social media and monthly Newsblast email. It is essential that members and TC's share news with us:

news@london-gymnastics.co.uk

BRANDING

Consistent use of the London Gymnastics brand will help Members and Stakeholders to recognise the services we provide. Its success depends on:

- Key messages being consistent and having a high profile.
- All material, from publications to merchandise, should be easily recognisable as having been produced by London Gymnastics.
- All publications should have the London Gymnastics Front Cover (as can be seen on this document)
- The London Gymnastics logo should be used to reflect our identity and use by any third party should be approved by the Chair or another officer delegated by the Chair in their absence.

All Regional Competitions / Events must be London Gymnastics branded. This should include:

- Black Felt table cloths with LG Branded runners
- Signage and Posters including the brand.
- Colouring / Lighting where possible should use the three London Gymnastics Colours.
- Trophies / Medals should bear the London Gymnastics Logo.
- The Event Team should be easily identifiable either by Branded clothing or Lanyards.
- Photo / Kiss & Cry Areas should be LG Branded with the colourings used and the LG logo.

ACHIEVING CONSISTENCY

A suite of templates for publicity material including logos, posters, signage and documents has been produced which should be used when possible. These can be downloaded via the Regional Dropbox which all TCs will have access to.

FACTORS CRITICAL TO OUR SUCCESS

Good communication and promotion of London Gymnastics is the responsibility of everyone identified within the strategy – including gymnasts, officials and external stakeholders.

The following factors are critical if we are to present a professional approach:

- All communication must be delivered in a timely and consistent manner.
- All communication should be checked by another member prior to being sent out for accuracy of spelling, grammar and information being shared.
- All communication must be adequately resourced and given a high priority.

WHAT THIS STRATEGY MEANS FOR MEMBERS AND STAKEHOLDERS

London Gymnastics wants to communicate in the best way possible.

Effective communication will ensure Members are aware of the services that we provide and help to improve their enjoyment of the sport. It will also help us to develop relationships with our stakeholders, as well as current and prospective sponsors of the sport.

LONDON GYMNASTICS PERFECT TEN



1. Our London Gymnastics Logo is a registered trademark & should be used on all Regional Documents.



2. Use the London Gymnastics Brand Colours.



3. The Event Page Record (EPR) sits on BG Gymnet and hosts everything about your event. It creates a historical record and should be the first place gymnasts, coaches, judges and parents go to for information about the event.



4. Rather than sending out long URL's use bitly.com to create short memorable links.



5. Ensure all event documents are added to the EPR. Send out links to the EPR to direct people do not email attachments.



6. When sending emails it is preferable to use Mailchimp. If you are not then remember to BCC not CC email addresses to ensure we are complying with data protection laws.



7. Be prompt when people are emailing. Respond to emails within 48 hours even if just to say you will get back to them or you are passing a query onto someone else.



8. Pay close attention to copyright laws for music or images used.



9. Find someone to take images, short videos, interviews at competitions / events. Young leaders can work really successfully in this role.



10. Share news with us & encourage your TC, gymnasts, coaches and judges to let us know about events in their club or the region.

LONDON GYMNASTICS LOGO



Just like people, organisations also have personalities. These personalities are expressed in the way an organisation presents itself in terms of form and content. Strong personalities attract attention. They display courage, competence, motivation, strength and exceptional qualities. Organisations that draw attention to themselves through the use of clear statements and a uniform image are able to project a positive profile in the long run.

The design of London Gymnastics reflects the potential, culture and global identity of the organisation.

Externally it is the visible symbol of our identity and unity of the organization, and internally it creates identity and provides motivation. The design ensures a unified appearance that creates ease of recognition when applied consistently throughout all of the internal and external communication procedures of the organization. Compliance with design guidelines is therefore essential for ensuring a high standard of quality.

What follows serves as a quick reference for the basic design principles of London Gymnastics. It gives a brief overview of the essential design elements and provides references for more in-depth information.

Terms of Use

The way we use the London Gymnastics logo is key to the successful implementation of our brand. Misuse can create the wrong impression of our organisation and the aim of the guidelines is to ensure our Regional Logo is presented in its best possible form.

Use of the London Gymnastics logo by a third party (such as agency websites, club websites, letterheads) etc is encouraged however only if the rules below are applied. Please remember that the logo remains the intellectual property of London Gymnastics and therefore its misuse or misrepresentation will not be tolerated and you may be asked to cease using the logo.

The Basic Elements

The design of the London Gymnastics identity consists of a few essential elements: logo, colour, typography and grid. These elements both support the establishment of a brand identity and distinguish the organisation from its competitors at national and international levels.

They create emotion, and greatly support recognition and recall. They differentiate and organize. They give informative media an emotional dimension that helps to attract the reader's attention, while at the same time setting the mood for a particular subject. In short, they represent the individuality of an organisation.

Logo & Claim

The London Gymnastics corporate logo is at the centre of the organisations identity, the claim **“Providing the perfect balance of fun, passion and precision”** can be used additionally. To achieve the highest possible levels of recognition, their use must be standardised and consistent in all areas of application. This means that the shape, text and color of the logo must not be altered or copied in any way.

Only the size may vary, since the logo appears on anything from pin badges pens to event banners.

The claim must also not be changed. If not used in connection with the logo, it must read

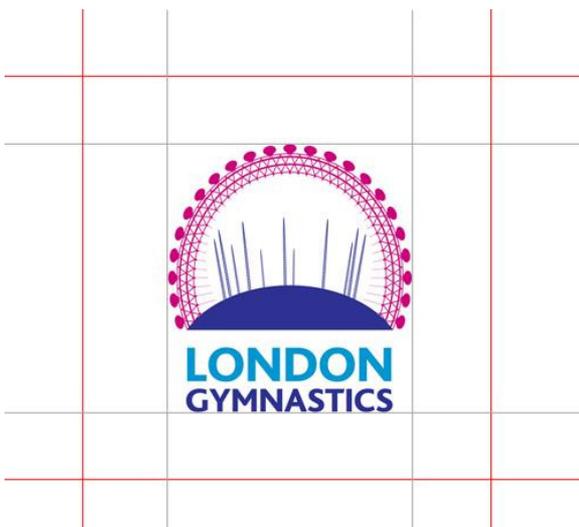
London Gymnastics

Providing the perfect balance of fun, passion and precision

Please avoid resizing the logo. If you do please ensure it is dragged from one corner and uniformly.



The position of the logo and the space around it are also fixed. The London Gymnastics logo is always, where possible positioned at the top right-hand side of the page.



To ensure its prominence, the logo is surrounded by a protection zone that defines the minimum distance to other elements. This area must be around half of the width of the logo.

Typography

The London Gymnastics corporate typeface is now Tahoma. Tahoma is an elegant font, but is commonly available as a standard Microsoft Windows font, ensuring maximum compatibility with our digital documents. This font should be applied in use of Word, Excel, PowerPoint and any other editor packages. The use of a consistent font supports our logo and helps provide consistency across the organisation.

In all written communication the font size should ideally be 11pt.

Discipline specific logos

London Gymnastics is made up of several individual discipline technical committees. Each of these disciplines have their own logo. This logo may only be used on official communication from the TC. In all other places the main London Gymnastics logo should be used. The TC logos will not be made available for public use.

CORPORATE COLOURS



Where possible in all materials please try and use the colour palette of our logo. The logo is available in Black and White as well, so if you need a background colour please choose one of the colours from the main logo.

The colour values of the logo are as follows:

Print: Pantone Rubine Red C

Screen: R:204 / G:0 / B:122

Web: #cc007a

Print: Pantone 2757 C

Screen: R:46 / G:49 / B:145

Web: #2e3191

Print: Pantone Process Blue C

Screen: R:0 / G:151 / B:209

Web: #0097d1

EVENT PAGE RECORD



Your Event Page Record (EPR) sits on BG Gymnet and hosts everything about your event. Dates (Event, opening & closing), Venue, Contact details, Entry Fee, Rules, Workplan in PDF, parents letter editable in Word and then results. It creates a historical record and should be the first place for gymnasts, coaches, judges and parents to go to for information about the event.

See BG's "Regional Event Setup" for instructions on setup.

BITLY



Bitly is a url shortening service. Instead of using long links to a webpage, we can shorten them.

e.g. <http://www.british-gymnastics.org/london/regional-news/4776-gfa-rules-revision-workshop>

Was shortened to <http://bit.ly/RulesDay>

This means that we can track links to this page, and it also uses up less characters for twitter.

Copy your link, go to bitly.com and paste it into the white toolbar at the top of the page. Then click on "shorten" and a shortened link will be provided (consisting of random letters and numbers) – you can use the "customize" section to provide a more informational shortened link.

Bitly collects data on your link so that you can see how many times the link has been clicked; on which day; and from which source e.g. Twitter, Facebook.

EMAIL ATTACHMENTS



Please try and avoid sending information out to Members as email attachments. Our website should contain all of the up to date information that Members would require, so we should direct them back to the website, rather than referring back to information provided by email that will become out of date. Any information relating to events should be on the Event Page Record.

MAILCHIMP



Email will continue to be our primary way of communicating through cyberspace. We can better tailor content to specific audiences through email, and can reinforce the communication through social media.

Mailchimp is an email marketing service provider. It's **free** to use if you are sending up to 12,000 emails a month to up to 2,000 subscribers. It allows us to send inbox friendly (suitable for all messaging platforms) messages that are visually attractive.

Mailchimp allows us to track who has opened the email; what time they are reading the emails and whether or not they have clicked on any links (and which links they have clicked on). This gives us an insight into what is interesting to our audience.

Using Mailchimp you can customise the email to use the data that you have recorded about the person you are sending to. For example, you may want to send an email out to your judges to let them know when they are required to judge; you can make an excel spreadsheet containing the judges name, email address, and times that they are needed to judge. By importing this data into Mailchimp you can produce an email with mergetags so that from one email you can disseminate the required information to all of the judges.

Refer to the MailChimpQuickStart Guide: <http://bit.ly/MailChimpQuickStart>

If you are not using Mailchimp, **never, ever** break the golden rule:

NEVER SHARE SENDEES EMAIL ADDRESSES IN A GROUP EMAIL. ALWAYS BLIND COPY.

It is a serious breach of privacy to share email addresses without consent, and against the Data Protection Act.

Please copy communication@london-gymnastics.co.uk on your correspondence so we can keep up to date with the scheduling/deadlines/news within your TC.

PROMPT RESPONSE



We all lead busy lives and are trying to juggle all of our responsibilities around the voluntary work that we do for the love of our sport. Please respond to emails within 48 hours; even if it's just a 'holding' email whilst you wait for time to respond fully, or if you are waiting for a response from another party.

COPYRIGHT



Most images and photos are likely to be protected by copyright. This means that a user will usually need the permission of the copyright owner(s) if they want to copy the image or share it on the internet. When someone infringes copyright, there are various courses of action which could be taken by the individual or organisation which owns the copyright. Legal action might be taken by bringing a claim in court which could result in having to go to court for a hearing. Court cases can be expensive, as they may result in the user of the image paying the cost to use the photo, legal costs of themselves and the copyright owner and possibly other financial compensation for copyright infringement. This could amount to more than the cost of a licence to use the image.

It is the Coaches responsibility to ensure that music used for competition is licensed for use in the UK. For clarification, please search and ensure that the title appears on the repertoire section of the PPL UK site <http://bit.ly/PPLMusicSearch>

Music used on any video promotions must be compliant with copyright. YouTube provide license free music: <https://www.youtube.com/audiolibrary/music>

MEDIA AT EVENTS



In order to engage with our Members, it's important to share images, videos, and information with them. This can take up a lot of time and we don't all have the time or skills to carry out these tasks ourselves. Within the region, we have a host of talented young leaders that are capable and willing to be tasked with taking photo's, videos and interviews with our Gymnasts and Coaches that can all be used to celebrate our events, and to share with the wider community.

SHARE YOUR NEWS



We cannot share information and news that we don't know about! Please encourage your contacts to share news with us so that we can celebrate successes with the whole region.

Send us an email:

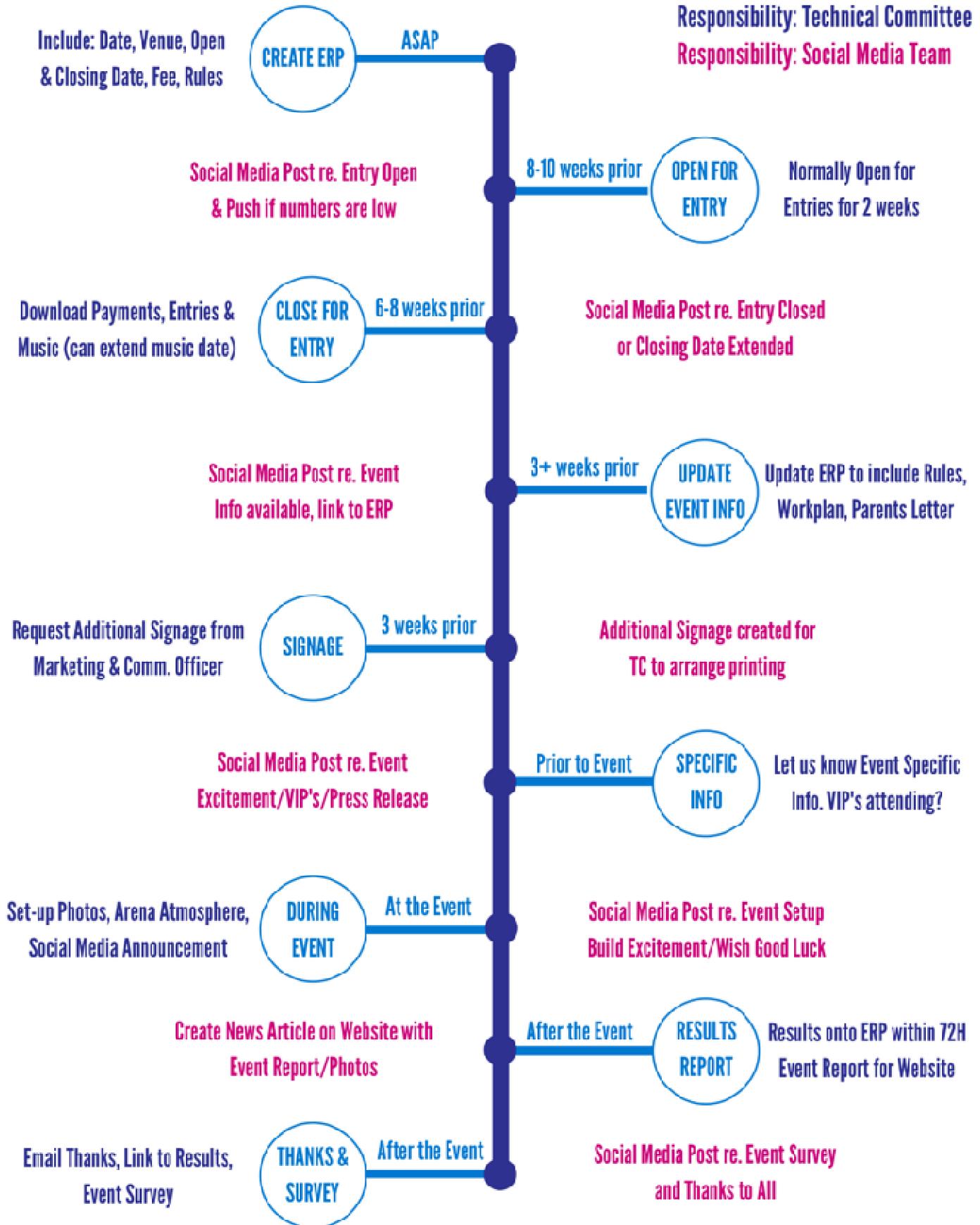
news@london-gymnastics.co.uk

EVENT TIMELINE

Our graphic shows a timeline of what is required with Event Planning in terms of Marketing & Communication. The pink text is where the Communication & Marketing Team will produce Media, and the blue text is the responsibility of the TC/Competition Organiser.

Timeline

Responsibility: Technical Committee
 Responsibility: Social Media Team



SOCIAL MEDIA AT EVENTS – QUICKGUIDE



London Gymnastics wants to support and promote competitions and events in all disciplines. This helps to share with the wider community the excellent work that is going on. What we need is to be able to tell the story of the competition or event to our followers even if they can't attend.

Each TC or Event Team will be required to collect the following. This can be done by anyone attending the event and usually a young leader is an excellent person to carry out this media task. The following list shows ideas of the sort of media needed.

Images/Videos of

- Arena before the event
- Set up of the event
- Anything new or exciting e.g. new piece of equipment, special guest gymnast, coach, VIP
- Showing the atmosphere, e.g. crowd cheering, gymnasts smiling, team mates etc.
- London Gymnastics branding
- Medals / trophies
- Short interviews of people attending
- Gymnasts, coaches, judges, officials, spectators you can include short quotes about the event too

In order to create a buzz whilst the event is taking place images and videos should be **emailed** during the event to news@london-gymnastics.co.uk or **messaged** through social media.

Remember to read the Social Media speech during your welcome to the competition, during any presentations and at any other relevant times.

"Our London Gymnastics Social Media Team will be keeping fans up to date with the action during the competition. We need you to interact with us on Twitter, Facebook and Instagram by following us and tagging us. We want to see your comments, messages and photographs. So keep in touch!"



/LondonGymnastics



@LondonGymnastics



@LondonGymnastic



/LondonGymnasticsUK

A report of the competition / event can be emailed once the event is finished highlighting strengths of the day / weekend. This will be shared across our social media platforms and encourages more clubs and gymnasts to get involved. This can be written by anyone in the TC or someone who attended the competition in any capacity.

