



Promotion and Communication Guidelines for Competitions

Scottish Archery is committed to raising the profile of archery across Scotland. A key opportunity for promotion are the many and varied competitions held across the country. There are various ways in which a competition organizer can maximize the communication and media opportunities a competition can bring. Scottish Archery has recently trialed a few ways to maximize publicity and would like to share what has worked here for competition organizers to use to help promote competitions and archery. This guidance note, offers some suggestions for how to promote archery and how to maximize the efforts of publication.

Press releases

Consider issuing two press releases to the local newspapers. The first one can be issued a week before the competition and should include details of the event and invite spectators to come and watch. The second press release can be sent the day after the competition and include details of the winners, any records that have been broken, anything unusual or extraordinary that happened and any success from local archers. Always accompany a press release with a couple of photos which are relevant to the event. Photos should always include people, and a striking or unusual photo is more likely to be published. Include details of who is in each photo and either their club or where they are from.

A press release should be simple in text, there is no need to write in flowery language or in clever prose. The heading should be simple, explaining exactly what has happened or what the event is. Try to avoid any slang or archery specific terminology. Write the press release so that it can be cut off after each paragraph. This allows the editor to meet word count deadlines. A short, succinct piece is usually best, no more than 200 words.

Invite volunteers from the club to write the press releases for experience. The Director of Communications will be happy to offer assistance to anyone that would like it.

Send the press releases to the local press sports contact, whose details will be available on their website or in the paper. The reporter will usually notify you if your piece is being published. If it is, keep note of the reporter's contact details for future use and thank them personally. This helps to encourage them to publish more archery related articles in the future. Take a photo of the article to show to club members and share it via your club's social media. Scottish Archery will then be able to share it on its social media.

Social Media

It is free to set up a facebook page and a twitter account. You can use these to advertise the competition, provide live updates during the competition, announce results and upload photos. A real buzz can be created by social media at competitions, spreading the connection to the venue, club and competition further than it would normally reach. This helps to encourage new competitors to take part in future events.



For those who are not familiar with facebook, here is a very quick guide to using it. The club can create a profile by simply going to the facebook website and adding in a few details. You can arrange for several people to edit and update the page, which is recommended as it spreads the work among many. You should follow the Scottish Archery facebook profile and also the Archery Scotland profile (which is an independent profile). Encourage your club members to follow the profile and share interesting posts as well as writing posts to encourage more followers.

There are often lots of people keen to be involved in social media promotion, so you shouldn't struggle to find a volunteer, particularly from the younger generation.

The Scottish Archery twitter feed is @scottisharchery – use this in your tweets to build good connections, followers and networks. You can also add @sportscotland and @archerygb to ensure your tweet reaches an even bigger audience.

Photographs

Consider recruiting a designated photographer for the competition. Pictures do really paint a thousand words and are a great way of engaging new audiences. Again a keen amateur photographer maybe happy to get involved, especially if you ask them to be the official photographer for the day. Consider paying their expenses or buying them lunch. You can send the photos to Scottish Archery for use on the website and in social media, use the photos to send with your press release and use the photos on your club's website and social media in the future.

Ensure that the photographer gets good photos of the prize giving.

Include a note on the competition entry form notifying attendees and parents that photos will be taken during the event and these photos will be published on social media. Those not wanting to be photographed can elect to be omitted.

Prize giving

This is a fantastic opportunity to get some good photos and also celebrate the successes of the archers, thank the volunteers and judges. It is a key part of the competition and should be given as much attention in the planning as other elements of the competition. Consider inviting a local dignitary to present the awards. A neighboring business, school, fire station etc may be flattered by an invite to present the awards, and may help the club build good relationships in the local community.

Set up the trophies on a table to the side of the presentation. Use the Scottish Archery banners to make an obvious place for a photograph of the presentation. Encourage the archer and presenter to pose for the photograph. Try and get a photograph of all the winners together. Send the photos to Saa.engagement@gmail.com.

Consider writing the wording of the presentation announcement before the competition starts, you can then add the names of the winner etc after the results have been confirmed. This helps to keep the presentation clear, with less mistakes. Announce the winners in reverse order, so third place is announced first, followed by second place and then the winner. If any records have been



broken or awards claimed, it is nice to announce these too. There is a great chance to really showcase the club and the competition during the prize giving, so make it as slick and professional as possible.

Conclusion

There are many ways to promote archery across Scotland. By working together to seek out as many ways to get people talking about and seeing archery, we will gradually build awareness and more support for our sport. It goes without saying that all messages and media, should be positive in nature. Help, advice and support is available from Scottish Archery. Please contact saa.engagement@gmail.com for any questions or further information.