



## Basketball Wales Communication Report

### AGM 15 July 2017

Since taking up the role of Communications Manager back in January 2017, I have been working hard to increase the visibility of Basketball Wales, making sure that all our the clubs in Wales as well as the national sides are given as much coverage as possible.

### Social Media

Our social media channels are performing well. Twitter, Facebook and Instagram are gaining new followers and page likes daily.

- Since January, Twitter has been gaining around 30 new followers per month. As of 7 July 2017 we have 1,263 followers. We are still a long way behind the other home nations but heading in the right direction.
- There's been a significant increase in interactions in terms of retweeting and liking our content as we now post unique content specifically to Twitter not just sharing from Facebook.
- We are far more responsive to other people's tweets.
- TweetDeck is used to manage future date tweets and campaigns.
- Facebook is holding steady with 1,336 page likes. Video and photo content works very well on Facebook and the Mini Basketball videos and the use of Facebook Live have proved very popular.
- We only recently rediscovered our Instagram page in May, we currently have 382 followers.





## Website

Our website is underused because it is not fit for purpose in its current form. The aim is to launch a brand-new website to coincide with the start of next season.

The objective of the new website is that it will become the go-to place for all basketball related matters in Wales and will include information about our clubs and leagues, officiating opportunities and information about all our national teams. Watch this space...!

## Coverage of the National Teams

The attention and promotion that our national teams receive has been a bit mixed. This is down to a number of reasons but mainly...lack of communication!! If I am made aware that one of our nationals teams are involved in a tournament or are on tour then I can promote them. Unfortunately, there have been occasions where teams have competed in a tournament and have not had the promotion they truly deserve because I didn't know it was happening!

A few of the national teams are starting to send reports and photos to me, the senior men and the U23 women are an excellent example as are the U18 Men. When we do highlight our national teams we get some great responses for example the U15 boys' trip to Ireland, the U14 girls in Malta and the U18 men when they went to Lithuania. The coverage the senior men received during the Celtic Clash was exceptional, mainly due to great social media coverage by Basketball Scotland.





The recent visit by Basketball Ireland to play the U17, U18 men and U23 women produced a lot of traffic on our social media sites.



## Eurobasket Trophy Tour

To celebrate and promote the Eurobasket finals, the trophy toured around all the countries taking part in the tournament. It was on our shores in May and went on a tour of Scotland, England and Wales. It came to Cardiff on a very sunny Saturday...

During the Cardiff leg of the tour, the Trophy made an appearance at Cardiff Castle, where it was met by the then Lord Mayor of Cardiff. Then it made its way to a Mini Basketball session held at the Archers Arena and run by Tribal Basketball. Around 30 youngsters from across South Wales attended the session as did GB mascot Leroy the Lion and the Eurobasket mascot Sam Dunk.

It was a very successful event and much appreciated by both GB Basketball and FIBA.

The Trophy finished the tour at the O2 Arena for a photoshoot before the BBL Finals. Wales were represented at the photoshoot by Rhys Mackenzie from the U17s.







## A word of thanks...

Finally, I would like to thank the following people for all their help, making my job of promoting Basketball Wales a bit easier...Matthew Smith, for his amazing photographs and Duncan Mackenzie, Rhys Mackenzie and Ben Evans; for providing the FIBA Livestats at the recent international games against Ireland. Also James Bamfield, Head Coach of the senior men, who consistently sends detailed and very thought provoking match reports...that require very little editing...which makes my life a lot easier. I would encourage you all to read his views. Finally, to Leroy the Lion and Sam Dunk...or should I say Duncan Mackenzie and Tom Guntrip...you were both amazing and made a lot of children laugh with your antics on the court!

