

GHA Communications Officer report - March 2024

1. Response from Clubs and Schools to the initial communications note has been disappointing so far and I intend to issue a follow-up later in the season as a reminder.
2. The GHA Twitter/X account has now been active since January 2024. Thanks to those Committee members who have been providing me with information and results on a regular basis which I can sub-edit and post on the account. I also draw information from the GHA website and calendar. Ensuring I receive prompt information in the 48 hours after each event really helps to keep the posts current and up to date. To date we are 'following' 16 clubs and organisations from within the GHA family and outside and have been re-posting useful and relevant information from England Hockey and some positive news items from our own clubs. We do have only 8 registered followers so far though, so all Committee members are asked to continue to advertise and promote the account (@GlosHockey) with their own Clubs and fellow players to help maximise exposure.
3. Use of Twitter/X may have diminished of late generally due to the changing nature and ownership of the platform and could also have limited appeal too many of our younger participants. Consequently, as a next step, and in response to some feedback received, I should like to also launch a GHA Instagram account to test if this might prove more effective in promoting our activities across the County. **Committee members are asked if they are in agreement with this proposal?**
4. One issue that has arisen concerns publishing details and or photographs of junior participants in County events and whether we satisfy England Hockey requirements around data protection and safeguarding for such individuals. For Gloucestershire County representative events including Player Pathway activities, my understanding is that for all players (depending on age) either they or their parent/guardian have to give consent as part of the Club Buzz registration process. So, we are compliant for these events, however for Clubs and School sides taking part in GHA delivered competitions the event organiser needs to confirm with each Club or School that they have obtained the necessary permissions and consents before we can publish photos. I am not clear if confirming such consents are in place is asked on the entry form for these competitions so **would welcome confirmation from those organisers concerned at the time any report with photos for publication is sent to me.**
5. Nothing of note to report from the England Hockey Communications team or from West hockey at this point.
6. The advert for our GHA Treasurer role has been issued to all people on the GHA Mailchimp mailing list along with a job description. Anyone wishing to find out more has been asked to approach Shaun and anyone interested in applying to contact Ian. **Advice on whether the Committee wish any other potential vacancies to be advertised would be welcome.**

Graham Wayland

GHA Communications Officer

17th March 2024