

**Cumann Pheadair Naofa**  
**(St. Peter's GAA Club, Warrenpoint)**  
**[www.warrenpointgaa.com](http://www.warrenpointgaa.com)**

CUMANN PHEADAIR NAOFA C.L.G.  
COISTE CUMARSAÍDE  
(COMMUNICATIONS & ICT COMMITTEE)

REPORT TO CLUB AGM – October 2020

## Overview

Cumann Pheadair Naofa (St. Peter's GAA Club, Warrenpoint) adapted an updated Communications and ICT Strategy for the Club. The communications and ICT strategy identified the following five strategic objectives:

- 1)** To improve the Club's communication with stakeholders and the public, through promotion of good teamwork.
  
- 2)** To get the Club's GAA message to as many people as possible with particular emphasis on the local catchment area; to develop an awareness of the Clubs relevance and activities.
  
- 3)** To promote and implement a visible and integrated coherent joined-up internal and external communications strategy to ensure a consistent community focused brand for St. Peter's GAA Club which is consistent with the ideals of the GAA and the proud traditions and history of Cumann Pheadair Naofa.
  
- 4)** To play a supportive role to Club Management structures and sub-sections.
  
- 5)** To embrace evolving Information Technology and Telecommunications to promote the Club's message and to specifically develop Club Social Media, Facebook, Twitter and to integrate GAA Google e-mail, SMS texting services and GAA Registration System with Club ICT systems.

There were eight core elements to the implementation of the strategy:

- (i)** The continued maintenance and enhancement of a quality website at [www.warrenpointgaa.com](http://www.warrenpointgaa.com).
  
- (ii)** The continued issue via e-mail of weekly Press Notes to local and regional media.
  
- (iii)** To continue to use and develop Club Social Media communications, where applicable, around specific events

(iv) To implement a fully integrated Club e-mail and text messaging service using GAA Google

system.

(v) To assist the Club Registrar with the full implementation of the GAA Club Registration Management System.

(vi) Regular updating to information for Club/School Notice Board at St Dallan's Primary School.

(vii) To promote Club on local radio and online

Key Performance Indicators:

<b>KEY PERFORMANCE INDICATORS (KPI'S)</b>	<b>COMMENTARY ON ACTUAL PERFORMANCE</b>
<p>1) Maintain and develop quality website www.warrenpointgaa.com.</p>	<p>Website continued to be used as a source of reference for News and Information in relation to matches and all Club activity.</p> <p>PQFPM Sponsored the new website which is continually updated and upgraded to include a live facebook and twitter feed, the ability to order club merchandise online, accurate and real time information re fixtures and results.</p>

**2)** Issue of weekly Press Notes/Press Releases to local media (immediate).

Achieved.

**3)** To continue to encourage greater use of Social Media via Club Facebook page, You Tube, develop a Club Twitter site etc.

## Social Media Statistics

### **Facebook:**

3614 likes (an increase of 380 from 2019)

The club page gets an average of:

- 8500 views per week
- 22 new likes per week
- 166 link clicks per week
- Posts which include videos and photos reach an average of 47500 people per week and text posts 13800
- we typically reply to any member messages within 10 minutes

Due to covid and the lack of games engagement was down

### **Twitter:**

3911 followers 2020

3584 (2019) 3224 (2018) 2862(2017) 2463 (2016)  
followers

Facebook and Twitter used for promotion of Club events.

Aisling McGivern, Conrad Madden and Dermot Donnelly run the club twitter account

Aisling McGivern is the administrator of the facebook account with:

Micheal Moore

Conor Darcy

Dermot Donnelly Hurling PRO

Anne McCormack

Sean O'Hare

Mike Barnett Ladies PRO

Paul McKibben Football PRO

Mary Walsh Camogie PRO

Gareth McClorey/Steven Robertson Lotto

**Instagram:**

2020 = 1040 followers

2019 = 871 followers

We created a new Instagram account in August 2018 and are getting great public engagement, this is now one of our main sources of updating news and features.

<p><b>4) Issue of weekly club e-news – Cumann Pheadair Naofa e-Nuacht with initial distribution to a minimum of 400 e-mail addresses, growing to 600 e-mail addresses by 30 June 2015.</b></p>	<p>Achieved – currently reaching 700 plus members and friends. Feedblitz is now the name</p>
<p><b>5) Devise PR opportunities to promote significant Cumann Pheadair Naofa events.</b></p>	<p>Achieved.</p> <ul style="list-style-type: none"> <li>· Significant Press Reports in newspapers for key events throughout the year.</li> <li>· Irish News ClubCall – extensive coverage</li> <li>· Excellent coverage of our annual reunion and Operation Transformation</li> <li>· Underage tournaments have all got great coverage in local papers and on different times photos have been published in the Irish News through the use of clubcall</li> <li>· Social media is used for all club events and is getting excellent usage</li> <li>· Great coverage of our run in the 2020 championship in all local and national newspapers including: Irish News, Gaelic Life</li> </ul>

<p><b>7) Operation of Advisory Communication Committee (ongoing).</b></p>	<p>Ongoing but working mainly handled by email contact and 'what's app' PR group for events</p>
<p><b>8) Adapt and implement GAA Google e-mail and text messaging for club.</b></p>	<p>Guardians of under age members receive texts at the same time as underage members through the use of textloops</p>
<p><b>9) Club Policies, Organisation Chart, Officer Responsibilities and Remit Responsibilities for Committees to be updated on Download section of new website.</b></p>	<p>Achieved.</p>
<p><b>10) Club Merchandise Order Form to be available from download section of website.</b></p>	<ul style="list-style-type: none"> <li>· Club merchandise order form can be downloaded from club merchandise section of website.</li> <li>· Paypal facility available and gear can be ordered online</li> <li>· Website direct link to O'Neills website where Cumann Pheadair Naofa merchandise can be purchased.</li> </ul>



<p><b>11)</b> Facilitate implementation of GAA Club Registration System.</p>	<p>Always being progressed and improved upon, many thanks for Hugh Carr, Colm Rice, Anne McCormack</p>
<p><b>13)</b> Assist Club implement Communications Strategy consistent with Club Five Year Development Plan.</p>	<p>Good progress, all of updated identified action points in Club Development Plan re communications and ICT, now implemented.</p>
<p><b>14)</b> Design and implement PR Strategy for Club / School Liaison GAA Health and Lifestyle Day at St. Dallan's P.S.</p>	<p>Achieved excellent press coverage secured for GAA Day at St Dallan's</p> <p>Noreen Kelly and Brendan Rice take the lead in this event with Mrs Carr (New School Liaison Officer)</p>
<p><b>15)</b> Submitting St. Peter's GAA Club applications for Awards.</p>	<ul style="list-style-type: none"> <li>· Senior committee continue to submit applications where relevant</li> <li>· Club has retained Club Maith Platinum Accreditation</li> </ul>

<p><b>16)</b> Co-ordinate annual review article for Down GAA Yearbook, with supporting photographs.</p>	<p>No Year book recently</p>
<p><b>17)</b> Locate and maintain Cumann Pheadair Naofa Irish News Noticeboard in prominent local retail premises.</p>	<p>Cumann Pheadair Naofa Irish News Board located in Linda's Shop, but updates need to be more consistent.</p>
<p><b>18)</b> To use Irish News Club Call facility to promote Club activities</p>	<p>Achieved and very successful, however there was little for notes due to covid-19</p> <p>When possible stories submitted on a weekly basis to Club Call</p>
<p><b>19)</b> Produce Christmas e-card (2020) and email New Year's message 2020</p>	

**Photography and Videos:**

Special thanks to club photographer, Conrad Madden, for his great efforts throughout the year, and also to Sean O'Hare, Gerry Gray, Dermot Donnelly and Ann Gallagher who took photographs at some events during the year.

Also thanks to the external press, mainly Liz, Paul and Ged for their time and commitment.

### COVID-19

We were able to successfully use our social media outlets during the covid-19 pandemic to release:

- Skills videos
- Skills workshops
- Training videos
- Primal workouts
- Warrenpoint memories
- Quiz questions

We also used our social media to appeal to the community for help and assistance for the vulnerable in our community.

### Programmes to Print:

Throughout the year Cumann Pheadair Naofa hosted several highly successful events, both on the field of play and off the field. These events were enhanced by quality programmes on each occasion.

Sincere thanks to Mícheal Moore and Conrad Madden for preparing the programmes for:

- Under age Memorial Tournaments which were hosted by Cumann Pheadair Naofa –
- Annual Reunion

No football programmes due to covid-19

### **Communications and PR Committee/Group:**

The club expressed appreciation to the following who were part of the committee and helped out:

They are as follows: Mike Barnett, Mary Walsh, Paul McKibben, Conrad Madden, Daniel Bird, Dermot Donnelly, Micheal Moore, Carmel McGrath, Sean O'Hare, Katrina Kernan, Hugh Carr and Anne McCormack.

The club welcomed the suggestions which have been implemented in relation to the development of a new club website, making information more readily available and accurate in terms of fixtures and results.

### **Cumann Pheadair Naofa TV:**

Due to covid-19 there was only one episode for the Annual Reunion

### **Thanks:**

Sincere thanks to the other members of Coiste Cumarsaíde & ICT, namely:

Mícheál Moore, Colm Kernan, Conrad Madden, Dermot Donnelly, Sean O'Hare, Mike Barnett, Paul McKibben, Mary Walsh, Carmel McGrath, Hugh Carr. Special thanks to Dermot Donnelly for his efficient work as PRO for the Hurling Section.

We would also like to express our sincere thanks to the local media, the County P.R.O and County Secretary for their excellent support throughout the year. It was greatly appreciated.

### **To Conclude:**

I am delighted to have completed my fifth year as PRO of the club and as you all can see from the statistics produced, PR is most definitely going viral. Social media continues to increase year on year and is now our main form of communicating information with our members.

We have come along way in our use of and administration of communication outlets and have adapted a whole club approach across all sections which involved:

- One whole club, inclusive social facebook, twitter page and instagram
- A whole club poster format using the same font, style and layout

- Greater use of club videos to display messages to members
- Live streaming of events using facebook live especialy the lotto, thanks to Dermot Donnelly and Gareth McClorey for this

Press notes continue to get excellent coverage in our local and national papers and we use our local photographers whenever possible to capture all aspects of club life.

We as a committee are always being asked for help from other clubs and we give of our time and expertise whenever possible

When looking to the future of Cumann Pheadair Naofa, it is clear that we are leading the way in our Communications and PR and there is a sound and stable foundation already built which future generations can access and build upon.

**Aisling McGivern**

(CLUB PRO AND COMMUNICATIONS AND ICT COMMITTEE CHAIRPERSON)