



**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 – November 2021**



## 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. Club Facebook and Twitter would play an integral part in the Club communicating to its various members.
- (iv)** To implement a fully integrated Club e-mail and text messaging service
- (vi)** To assist the Club Registrar with the full implementation of the GAA Club Registration Management System.



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

(viii) To promote Club on local radio and online TV (Destination Newry).

Key Performance Indicators:

KEY PERFORMANCE INDICATORS (KPI'S)	COMMENTARY ON ACTUAL PERFORMANCE
<p><b>1)</b> 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> <p>Social Media capability has meant that website views are down as people are accessing social media more.</p> <p>Updates to the website this year include:</p> <ul style="list-style-type: none"> <li>• Setting up new downloads section for uploading and storing files</li> <li>• Setting up a social media auto poster</li> <li>• Adding lotto section to homepage</li> </ul>
<p><b>2)</b> Issue of weekly Press Notes/Press Releases to local media (immediate).</p>	<p>Achieved.</p>
<p><b>3)</b> To continue to encourage greater use of Social Media via Club Facebook page, You Tube, develop a Club Twitter site etc.</p>	<p>Statistics:</p> <p><b>Facebook:</b> 3922 likes (an increase of 764 from 2020)</p> <p>The club page gets an average of:</p> <ul style="list-style-type: none"> <li>• 19900 views per week</li> <li>• 224 new likes per week</li> <li>• Posts which include videos and photos reach an average of 47500 people per week and text posts 16000</li> <li>• we have 98700 people engaging in our posts per month (sharing, liking commenting) This is due to</li> </ul>



	<p>the championship final</p> <ul style="list-style-type: none"> <li>we typically reply to any member messages within 9 minutes</li> </ul> <p><b>Twitter:</b> 4103 (2021) 3584 (2019) 3224 (2018) 2862(2017) 2463 (2016) followers</p> <p>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 – Assistant PRO Dermot Donnelly Hurling PRO Anne McCormack Sean O’Hare Noreen Kelly Ladies PRO Paul McKibben Football PRO Mary Walsh Camogie PRO Gareth McClorey – Live lotto all able to post on behalf of various sections</p> <p><b>Instagram: 1200 followers, up from 871 followers in 2021</b> We created a new Instagram account in August 2018 and are getting great public engagement</p>
<p><b>4)</b> 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.</p>	<p>N/A</p>
<p><b>6)</b> Devise PR opportunities to promote significant Cumann Pheadair Naofa events.</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>Fundraising Events, Feile and Sport – extensive coverage in the local papers and online through the events section on facebook</li> <li>Excellent coverage of our annual reunion and</li> </ul>



	<p>Operation Transformation</p> <ul style="list-style-type: none"> <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>•</li> </ul>
<p><b>7)</b> Operation of Advisory Communication Committee (ongoing).</p>	<p>Ongoing but working mainly handled by email contact and 'what's app' PR group for events</p>
<p><b>8)</b> Adapt and implement GAA Google e-mail and text messaging for club.</p>	<p>Ongoing with registrar</p>
<p><b>9)</b> Club Policies, Organisation Chart, Officer Responsibilities and Remit Responsibilities for Committees to be updated on Download section of new website.</p>	<p>Achieved.</p>
<p><b>10)</b> Club Merchandise Order Form to be available from download section of website.</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 has a direct link to O'Neills website where Cumann Pheadair Naofa merchandise can be purchased.</li> <li>• Card payment accepted</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>



<b>14)</b> Design and implement PR Strategy for Club / School Liaison GAA Health and Lifestyle Day at St. Dallan's P.S.	Noreen Kelly and Brendan Rice take the lead in this event with Mrs Carr (New School Liaison Officer)
<b>15)</b> Submitting St. Peter's GAA Club applications for Awards.	<ul style="list-style-type: none"><li>• Senior committee continue to submit applications where relevant</li><li>• <input type="checkbox"/> Club has retained Club Maith Platinum Accreditation</li></ul>
<b>16)</b> Co-ordinate annual review article for Down GAA Yearbook, with supporting photographs.	No Year book recently
<b>17)</b> Locate and maintain Cumann Pheadair Naofa Irish News Noticeboard in prominent local retail premises.	Cumann Pheadair Naofa Irish News Board located in Linda's Shop, but updates need to be more consistent.
<b>18)</b> To use Irish News Club Call facility to promote Club activities (endeavour to achieve 20 stories in Club Call over 12 month period)	Achieved and very successful – stories submitted on a weekly basis to Club Call with great Cumann Pheadair Naofa stories appearing alongside some excellent photographs, were also published: OT, Healthy Clubs, Cumann Pheadair Naofa 10K Run on the Bay Underage Tournaments
<b>19)</b> Produce Christmas e-card (2021) and email New Year's message 2021	



### **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.

### **Programmes to Print:**

- Nothing due to Covid

Special thanks to Cumann Pheadair Naofa Secretary, Daniel Bird and Chairman Larry Byrne and Sean O'Hare who have very efficiently overseen the preparation of team sheets for official football programmes.

### **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: Conro D'arcy, Noreen Kelly, Mary Walsh, Paul McKibben, Conrad Madden, Daniel Bird, Dermot Donnelly, Micheal Moore, Sean O'Hare, Katrina Kernan, Hugh Carr, Carmel McGrath 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.

### **Thanks:**

Sincere thanks to the other members of Coiste Cumarsaíde & ICT, namely: Conor D'Arcy Mícheál Moore, Colm Kernan, Conrad Madden, Dermot Donnelly, Sean O'Hare, Noreen Kelly, Paul McKibben, Mary Walsh, Carmel McGrath, Hugh Carr and Gareth McClorey. 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 fourth 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

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)**