

**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 2023**

## 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

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 boards in St Dallans
- (viii) To promote club in local media *Cumann Pheadair Naofa Coiste Cumarsáide & ICT Report to Club AGM*

## 2022 overview of Key Performance Indicators:

### KEY PERFORMANCE INDICATORS (KPI'S)

Maintain and develop quality website [www.warrenpointgaa.com](http://www.warrenpointgaa.com).

## COMMENTARY ON ACTUAL PERFORMANCE

Website continued to be used as a source of reference for News and Information in relation to matches and all Club activity.

FPM continued to Sponsor the 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.

Social Media capability has meant that website views are down as people are accessing social media more.

Updates to the website this year include:

- • Setting up new downloads section for uploading and storing files
- • Setting up a social media auto poster
- • Adding lotto section to homepage

Issue of weekly Press Notes/Press Releases to local media (immediate). To continue to encourage greater use of Social Media via Club Facebook page, You Tube, develop a Club Twitter, Instagram

Achieved. 2021-2022 has seen a big move to social media for news stories with press notes becoming more a monthly round up than weekly

Statistics:

**Facebook:**

2022 - 5458 likes (an increase of 858 from 2021)

The club page gets an average of:

- 51000 reaches per month
- 41000 page visits per month
- we typically reply to any member messages within 9 minutes

**Twitter:**

4799 (2023) 4593 (2022) 4103 (2021) 3584 (2019) 3224 (2018) 2862(2017) 2463 (2016) followers

**Instagram:**

**1565 (2023) 1378 (2022) 1200 (2021) 458 (2020)**

Facebook and Twitter used for promotion of Club events.

Aisling McGivern and Dermot Donnelly run the club twitter account

Aisling McGivern is the administrator of the facebook account with all able to post on behalf of various sections

- • Micheal Moore
- • Conor Darcy – Assistant PRO
- • Dermot Donnelly Hurling PRO
- • Feargal McCormack
- • Sean O’Hare
- • Mike Barnett/Annett Elmore Ladies football PRO
- • Noreen Kelly/Johnny Rooney Football PRO
- • Paul McKibben Merchandise
- • Marion O’Hare Camogie PRO
- • Gareth McClorey – Live lotto

6) Devise PR opportunities to promote significant Cumann Pheadair Naofa events.

Achieved.

- Significant Press Reports in newspapers for key events throughout the year.
- Fundraising Events: big breakfast, Christmas Appeal, Covid emergency group—extensive coverage in the local papers and online through the events section on facebook
- Excellent coverage of our main events
- Underage tournaments have all got great coverage in local papers
- Social media is used for all club events and is getting excellent usage

7) Adapt and implement GAA Google e-mail and text messaging for club. Achieved with registrar

8) Club Policies, Organisation Chart, Officer Responsibilities and Remit Responsibilities for Committees to be updated on Download section of new website.

Achieved.

9) Club Merchandise Order Form to be available from download section of website.

- Club merchandise order form can be downloaded from club merchandise section of website.
- Paypal facility available and gear can be ordered online
- Website has a direct link to O’Neills website where Cumann Pheadair Naofa merchandise can be purchased.
- Card payment accepted

10) Facilitate implementation of GAA Club Registration System.

Always being progressed and improved upon, many thanks to Colm Rice and Mike Barnett

11) Locate and maintain Cumann Pheadair Naofa Irish News Noticeboard in prominent local retail premises.

Not used

12) Produce Christmas e-card (2023) and email New Year’s message 2023

### **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 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.

### **Communications and PR Committee/Group & Thanks**

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

They are as follows: Conor D'arcy, Noreen Kelly, Olivia Rooney, Paul McKibben, Conrad Madden, Daniel Bird, Dermot Donnelly, Micheal Moore, Sean O'Hare, Katrina Kernan, Hugh Carr, Annette Elmore, Yvonne McFerran, Marion O'Hare, Johnny Rooney, Carmel McGrath, Gareth McClorey. and Anne McCormack.

Special thanks to Dermot Donnelly for his efficient work as PRO for the Hurling Section and his position on County PR Committee.

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 seventh 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
- Private you tube channel for managers, mentors and teams

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)