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COMMUNICATIONS POLICY

Introduction

The aim of this document is to clarify some general procedures as well as the over-arching aims of the British Wrestling Association ('BWA'). These aims and procedures cover how, what and why the BWA communicates.

Communications Mission

The BWA's mission is:

"To provide opportunities for the peoples of the United Kingdom to become involved in Olympic-style wrestling and, for those who actively participate in the sport, help enable them to realise their full potential"

"To strive to ensure the future of British Wrestling by achieving world class performance, increasing participation, revenue and public visibility."

In terms of communications, the BWA's mission, can be seen as to serve Olympic-style wrestlers now and in the future, by:

- providing suitable communications infrastructure;
- communicating clearly and widely;
- marketing wrestling;
- raising revenue.

Communications Media

If we are to achieve our ambitions, the BWA must effectively and efficiently utilise all communications media at its disposal. The BWA's Communications strategy will therefore work to the following objectives:

To use modern electronic communications (e-mail and the Internet), to

- increase effectiveness – to enable the administration to get its messages across and to deal with incoming communications;
- increase efficiency – to reduce the amount of time and overheads spent on communication;
- improve management – to enable the administration to manage the Association more easily, particularly in the area of membership;
- improve marketing – to raise the profile of the Association to attract media interest, new members, spectators and supporters;
- enable fundraising – to enable efficient financial transactions and attract donors and sponsorship.

The aim is to use e-mail and the Internet, as far as is practically possible and to use postal services only in exceptional circumstances.

Equality

All communications from the BWA should take into account the [Equality Policy](#)

Communicating

For the sake of effectiveness, all communications from the BWA Administration must be:

1. clearly and appropriately marked as to the sender and the recipient, and to the intended distribution of the communication, as follows:
 - a. PERSONAL
 - b. OFFICIAL
 - c. FOR FURTHER DISTRIBUTION
2. polite, professional and authoritative
3. written clearly, without assuming knowledge on the part of the reader
4. clarify what response, if any, is required, and give a date for that response
5. follow-up with a very brief reminder, when deadline is approaching.

For the sake of marketing as well as effectiveness, all communications from the BWA Administration **should** provide explanation, context and background information and seek to engage the reader.

The BWA Administration must aim to respond swiftly and effectively to all communications it receives, within seven working days, where possible and appropriate.

Website

The BWA website is accessible from all over the World, 24 hours a day. It is the most readily available source of information about the Association and its activities. The website will be developed to become a tool for managing membership, sponsorship and donation, as well as the Association's international links and Press relations. It will also be developed to enable e-commerce transactions.

Twitter

The BWA Twitter account will be used to give real-time updates on BWA activities, promote BWA campaigns and those of stakeholders, It will also be used to interact positively with BWA member tweets, retweeting and reinforcing messages as appropriate.

Facebook

Facebook is an excellent social media platform for the sharing of real-time text, video and pictorial information, as well as instant messaging and feedback from users. Facebook thrives on immediacy with a premium on constant, regular updating. Medium and long-term, the BWA needs to initiate a Facebook account. In the short term, there are no resources to support the content management required. In addition to putting maintenance resource in place, a further requirement before implementation is a BWA Social Media Policy to lay down rules and guidelines to make clear what is appropriate and what is inappropriate content and messaging.

Brand, Licensing, Marketing and Fundraising

For the sake of marketing as well as fundraising the BWA Administration must use the BWA logo in all communications.

The BWA brand is valuable. It denotes BWA's authority and can be used to endorse official events, communications and publications. It can also be used to endorse commercial products and services, and BWA is committed to exploring opportunities in these areas, as far as is possible,

using the services of its volunteers. In order to protect this value, status and authority, the BWA must protect its brand, by trademark registration, and control its use.

The BWA endorses and promotes several styles of wrestling, with one thing in common – they are all genuinely competitive styles. The BWA will seek to communicate this positive message whilst at the same time exploring new communications relationships with a variety of organisations in order to attract new talent to train in Olympic-style wrestling.

Clubs

The BWA wishes to encourage the development of new clubs. It will use the website to make available some reference materials, including standard documents and links to other resources, with the aim of helping clubs to set up quickly and effectively. The BWA will also explore the development of a 'mentoring' system for clubs to promote 'best practice'.

Press

For the sake of marketing and effectiveness, the BWA will use the website and email to release news and features stories to the Press, and will aim to do so in a timely manner.