

AMPLIFY

About the club:

- Ty Celyn Junior Football Club
- Located in East Cardiff
- FAW Silver accredited club
- 10 Teams from Under 6 through to Under 16 for both males and females



What did the club do?

Recognised they needed support to improve their communications and amplify their role within the community.

Developed a link with Cardiff University which offered flexible work experience opportunities for students, providing 70 hours of work experience support.

They have recruited an exceptional undergraduate student who has helped create a social media & communications strategy specifically for the grassroots club.

The impact has been huge – with flourishing recruitment of new players across all ages especially at U6s and an increase in female participation.

Platforms:

- Twitter: @tycelynFC
- Instagram: ty.celyn.fc
- Facebook: @tycelynFC

How did the club do this?

The club were considered a collection of silo teams with no purpose other than to turn up for training and matches. Their external presence was confusing and lacked community focus.

Club made connections with Cardiff University following an FAW workshop. Identified that their communications was a key focus to help improve the connection with their community.

The student began actioning certain areas of the strategy including making the club more visible on social media. As a result of this, the recent Under 6s social media advert which was shared on Twitter and Instagram, alongside coaches sharing the advert within their school community forums. The club had a lot of enquiries and as a result successfully set up a new Under 6s team.

All external social media platforms for the club signpost web traffic back to their website in line with their communication strategy.

VISIBILITY

“Investing time and effort into the external visibility of our club has been a major contributor to recruitment of new players. Using the skills of our existing volunteers and the Cardiff University student, we were able to produce social media and communication strategies, that once implemented, have yielded a benefit to both our club and its community.”

- Chris Lewis, Secretary