

CLEAR AND CONSISTENT COMMUNICATIONS

Top tips to providing clear and consistent communications. Having clear and consistent communications will help you share those all-important messages with minimal confusion and with clarity, building trust in your club. This document provides you with a series of top tips to help you with your communications to your members and wider audiences.



Consistency is about making sure that your communication stays aligned to who you are as a club (values), what you do (services) and where you are going (ambitions). Regardless of the different platforms you are using to communicate with your members and wider audience the messaging should remain the same. Try to not assume because you have shared information once that it has been received or understood. Repetition is about communicating your message – over and over.

By being clear with your communication you will leave no room for misunderstandings or alterations of the message.

Consistent and clear communication will help to establish clarity, raise awareness, and build loyalty. It can help you to build and strengthen relationships whilst increasing engagement with members and a wider audience. Without consistent and clear communication your club may struggle to achieve the ambitions and goals outlined.



**Be clear on the why**

Know why you are communicating a particular message or update. Why is it important that your audience know this information? Does it directly affect them? Is there a call to action? Whatever your reasoning make sure both you and your audience know why it is being directed their way.

**Stay on topic**

Be clear exactly what you are trying to express or the message you are trying to convey. What is the main point you want your audience to remember or take away with them?

**Keep it short**

Keep your sentences short and simple and avoid flowery phrases. There is no limit on the amount of full stops you can use. And stick to the rule of one sentence, one idea.

**Use active voice**

Active voice strengthens your writing, makes statements easier to understand and keeps your audiences engaged. An example of passive voice is, "The minutes were sent by me." You can communicate this more clearly and concisely by saying: "I sent the minutes."

**Proofread your writing**

Correct punctuation, spelling and grammar are crucial. Have someone read your communications before you send or share it. If no one is available, then read it out loud.

**Be professional**

Keep the content professional and avoid making jokes. A professional tone, particularly in formal communications, gets the reader to trust and respect you.

**Repetition, repetition, repetition**

An equally effective way to make sure your audiences understand exactly what you are communicating is to repeat your messaging. This could be sharing the information one-way multiple times. Or it could be sharing the same messages across different platforms in different ways i.e., it might be an infographic for Facebook, written copy for your website and a short video for your twitter.

