**BTF LONDON REGION COMMITTEE**

**SOCIAL COMMUNICATIONS 2023 AGM REPORT**

The London Committee is now responsible for the BTF London Social Media communications channels in terms of content distribution and updates within each of the channels. And we have been working in conjunction with Jon Train (BTF Regional Manager) in the facilitation of the technical handover.

The channels are;

- British Triathlon website. London pages associated with British Triathlon.org/london

- Facebook. TriathlonEngland:London. 1700 followers

- Instagram. Triathloneng\_london 2319 followers

- Twitter. Trieng\_london 4200 followers

The objective of the group is to reinvigorate and create a buzz around the London social media channels in terms of events, awards and content as provided by the London clubs in a timely and transparent manner.

In addition, we are keen to drive British Triathlon website traffic directly to the London club’s website/Facebook pages as a means of creating awareness, growing our triathlon community and enabling potential new/returning triathletes to locate the club that is right for them.

Sharon Scott and Woj Popiel have carried out a complete review of the London pages on the British Triathlon website <https://www.britishtriathlon.org/london> and this has resulted in a great deal of time spent in updating the pages as well as archiving/deleting content that is no longer applicable. Some of the content dated as far back as 2014

Our first priority has been on the website as there have been existing authentication issues around Facebook, Instagram and X (formerly Twitter) which will be addressed.

We have been very proactive in liaising with the London Clubs to re-inforce that the London Pages are in place to showcase their clubs with the ethos of inclusion, fun and a community that is welcoming and supportive to all regardless of age, ability, ethnicity and gender. Plus we are keen to promote both the Junior and Adult London League’s. We have also asked that if any of the clubs come across any glitches/comments on how to improve the channels that they contact sharonscott0512@gmail.com.

Our key focus for 2024 will be;

**Club Content –**continue to work closely with the London clubs in obtaining timely contents for all social comms channels.

**Supporting BTF initiatives at a grass roots level**. Working alongside BTF in demonstrating how the London clubs are delivering on the BTF strategy at a grass roots level and showcasing this through our social comms channels.

**Social Comms Calendars 2024** -  We will ask that the clubs give us access to their calendars in order that we can showcase the various initiatives planned for the year.

This will provide us with a channel of content that we can schedule for 2024

**Social Media Channels Alignment –** the objective is to regain access to these channels and ensure that all messaging is in sync.

The team responsible for supporting and delivering on our Social Communications strategy consists of;

Woj Popiel – Website London pages

Steve Clancy - Twitter account

Sharon Scott - Facebook and Instagram and Social Comms strategy and coordination of the channels

**Author: Sharon Scott October 2023**