



**STRATGIC
COMMUNICATIONS
PLAN**

OUR MISSION & GOALS

MISSION

Promote Middle Atlantic Swimming as a forward-thinking organization that advocates the growth and development of a diverse swimming community through education, innovation and a commitment to excellence

Position Middle Atlantic Swimming as an integral partner for the thousands of swimmers who are a part of our family and increase the reach of Middle Atlantic on the national level.

GOALS

Promote the stories of the people that make Middle Atlantic Swimming special

Increase the brand knowledge of Middle Atlantic Swimming on a regional and national scale

Enhance the experience of current, former and prospective swimmers

Increased collaboration with clubs under the Middle Atlantic Swimming Umbrella

OUTCOMES

Increased recruitment of the high-caliber swimmers, staff and coaches

Enhance the pride surrounding Middle Atlantic Swimming and its member clubs and what it means to be a part of Middle Atlantic

Increased brand awareness

Expanded donor and corporate partner support

OUR FOUNDATION

The foundation of this plan has three key pillars. Each one of these pillars is critical to achieving our goals.

RECRUIT

Our strategy and our work must be focused increasing the reach of our clubs and reaching all demographics and helping recruit and draw interest from our surrounding communities.

If we are able to help our clubs and coaches attract more swimmers, our competition will increase and our brand and reach will continue to grow on the national and global level.



ENGAGE & ENHANCE

Our strategy will engage our constituent groups and build pride in what being a part of Middle Atlantic Swimming represents.

It will engage new swimmers, it will engage swimmers of our past, it will engage our community and partners and supporters of Middle Atlantic Swimming

We will be leaders in innovation and creativity so that we can enhance the experience that our constituents have as being a part of Middle Atlantic Swimming.



PROMOTE

At the core of our strategy and our work, our efforts will be to promote our athletes, alumni, coaches, staff and Middle Atlantic Swimming as a whole, by telling their stories and creatively promoting their successes throughout our clubs and the greater swimming community.



THE HOW

STORYTELLING & MEDIA

Our communications plan is based around telling the stories that make Middle Atlantic Swimming so special.

These stories will be sorted and turned into features, either written or video that can be posted on all digital platforms.

These stories will come from coaches, swimmers, staff, volunteers, community members and much more.

These stories will be used in making pitches to media, broadcast opportunities, community partnership opportunities and internal storytelling channels.



SOCIAL & DIGITAL MEDIA

A heavy focus will be placed on our social and digital media presences with a partnership with local photographers, along with gathering information and stories to highlight current successes, as well as celebrating our tradition of excellence that spans back decades.

A social and digital calendar will be produced to keep consistent and quality content featured on both the Middle Atlantic website, but also all of our social platforms to reach our various members of our audience.

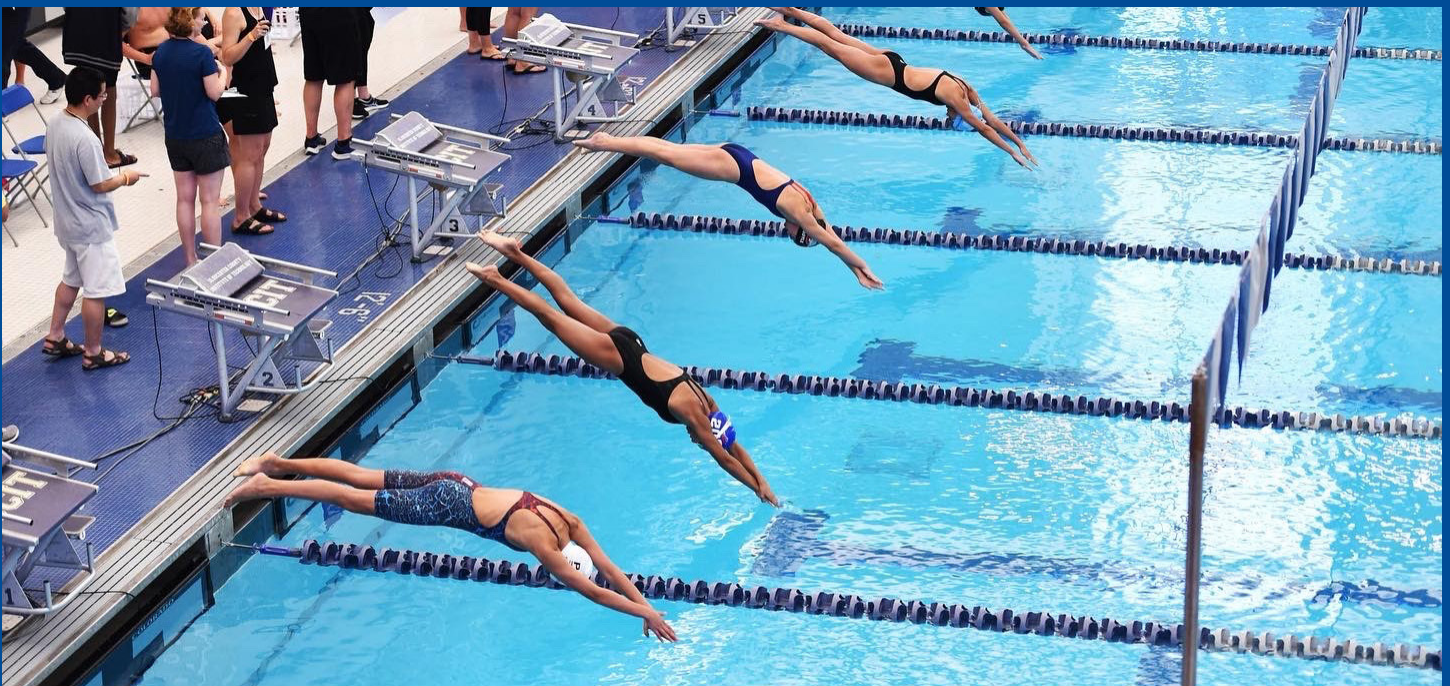
THE HOW

COMMUNITY CONNECTION

The communities are where we will make our biggest impact.

Taking advantage of opportunities to put our stories and our people in front of community constituents will be at the center point of what we're doing, whether that's at meets or community events or with local and regional media.

Introducing swimmers, coaches and staff to more faces will allow our stories to be available and reach more people, in turn building a connection to Middle Atlantic Swimming



PARTNERSHIPS

By increasing our presence on digital and social platforms, Middle Atlantic Swimming will work with community and corporate partners to grow the reach and brand to contact even more members of our community and bring awareness to what Middle Atlantic Swimming is all about.

Celebrating our success and telling our stories will be critical to reaching more homes and members of our community, which will allow us more opportunities with partners and supporters.



THE VEHICLES

MIDDLE ATLANTIC SWIMMING WEBSITE

Primary audiences (in order):

Parents, Supporters, Alumni, Prospective Swimmers

Primary uses:

Storytelling and updating

Top target age group: 20-35

Secondary target age group: 40-60

- Keeping the website fresh and easy to read is the key to our success. We must be able to engage the young professional group, as well as keep the middle age group updated on our successes.
- Recaps of critical meets, previews of what's upcoming, as well as feature stories will all be done on a regular basis.
- Quick and easy to read stories are vital. The heavy majority of people don't want to read lengthy stories, we must keep everything short and sweet.
- Parents of current and prospective swimmers will be one of our biggest audiences, telling the story of our clubs and our swimmers is vital to understanding what Middle Atlantic Swimming truly is.

TWITTER

Primary audiences:

Fans, Alumni, Parents, Current Swimmers, Prospective Swimmers

Primary uses:

Informational, Engaging, Storytelling

Top target age group: 18-25

Secondary target age group: 26-40

- People use Twitter for news and to stay updated. That's exactly what we'll give them. Quick updates from events, award winners, schedule changes, etc.
- We have to also be able to engage those followers with news, updates, schedules, quick news and information, time changes, etc. Nowadays, there's a ton of people that prefer to have conversations on Twitter rather than the phone, we have to be able to communicate with our followers.

INSTAGRAM

Primary audiences:

Current & Prospective Swimmers, Alumni, Fans

Primary uses:

Engagement, Recruiting, Storytelling

Top target age group: 14-20

Secondary target age group: 21-30

- Instagram is a huge recruiting tool with the majority of its users are under the age of 20. We have to use Instagram to keep prospective swimmers engaged and interested in swimming and being a part of Middle Atlantic Swimming. Tell them why they should be interested in being a part of one of our clubs.
- Behind the scenes videos of championships, key meets, getting to know features, those types of material will allow the young following to get to know what Middle Atlantic Swimming is all about.
- This is also a huge outlet for our current swimmers and their friends/family. Engage them and bring them out to meets.

FACEBOOK

Primary audiences (in order):

Parents, Fans, Alumni

Primary uses:

Informational, Engaging, Storytelling

Top target age group: 30-45

Secondary target age group: 45-60

- Facebook is a huge resource for parents, families and alumni. This must be used to keep those groups connected and updated to our successes and our stories.
- This is a huge vehicle for driving pride within critical audiences for us. The more successes we can celebrate with these groups, the more it will reach a larger audience.
- This is also where the audiences with the biggest opportunity for drawing interest to meets and big events. This is a vehicle to increase sign-ups, increase reach and understanding of the brand of Middle Atlantic Swimming.

YOUTUBE

Primary audiences:

Current & Prospective Swimmers, Parents, Fans, Alumni

Primary uses:

Engaging, Storytelling

Top target age group: 12-25

Secondary target age group: 25-40

- Videos are a great resource to tell our stories and highlight our student-athletes and programs.
- We can also continue to build MATV and look into streaming bigger meets and reaching more audiences.
- Videos must be shorter (under 2-3 minutes at most) to keep the younger audiences engaged.

