

Florida Swimming Communication Plan

Mission/Goal: To provide FL members consistent, coordinated, and targeted messaging to achieve specified goals

Audience: Members Clubs, Non-athletes, Athletes, Parents of Athletes

Member Clubs

Programming Deadlines
Day-to-Day business operations
LSC Events

Non-athlete (Officials)

Programming Opportunities
Membership Information
LSC Events

Non-athlete (Coach)

Programming Opportunities
Membership Information
Certification Updates
LSC Events

Athletes/Parents

Programming Opportunities
Athlete Leadership Opportunities
Recognition/Awards

Delivery Method/Frequency:

Constant Contact – Blast Email (immediate action needed), Office Notes (monthly updates)

Website (daily updates)

Zoom (as needed)

Social Media – Facebook, Instagram (Athletes) – (daily/as needed updates)