



**DERBYSHIRE** Cricket  
Foundation

# Community Engagement

Raising your club's profile

DCF Community & Partnerships Manager:

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 @derbyshirecricketfoundation  
 @derbyshirecricket  
 @cricketderbys

# #AGameForEveryone

# Agenda



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- Your Club's Profile
- Events and Engaging with your  
Community
- Online Presence
- Internal and External  
communication

# Your Club's Profile



# Your Club's Profile

## How visible is your Club?



Very Visible



Getting more visible



Could focus more on the club's profile



Rarely talk about being visible



Why should we talk about being visible?



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# How is your club viewed?

What do people say or think about your club?

.....if anything at all



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Consider how you currently use your club's profile

Consider why you might benefit from a strong club profile





# Events and Engaging with your Community





Visible Clubs are created  
**in** and **by** the community

Consider what your clubs does that involves or engages the local community.

What benefits can community engagement bring to your club?

What events do you hold that involves those outside your existing membership (who are they, where are they coming from, any other local clubs/community centres/businesses/schools)?

Where/how do you advertise/promote such events?



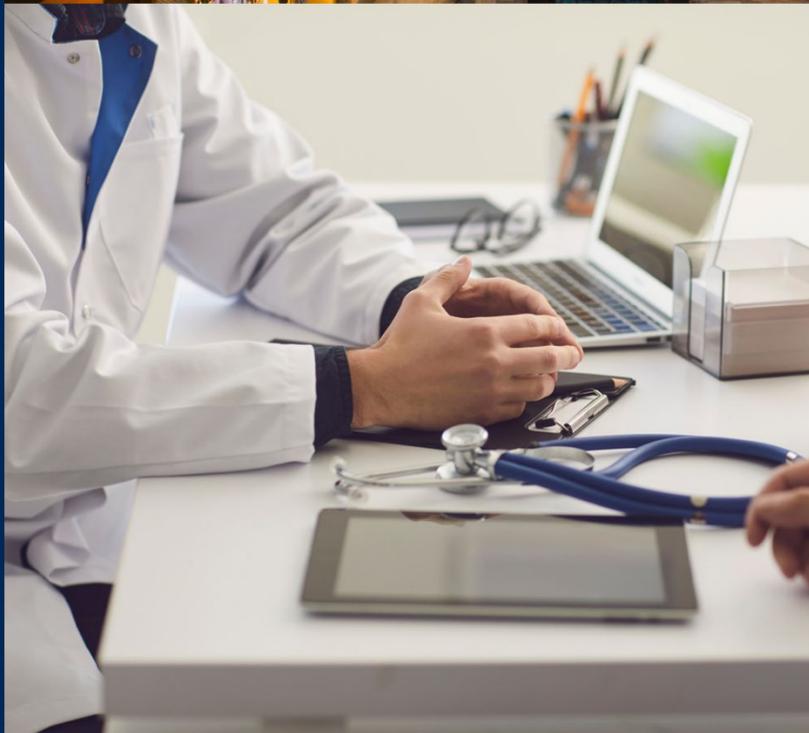
# How community engagement can provide benefits to your club



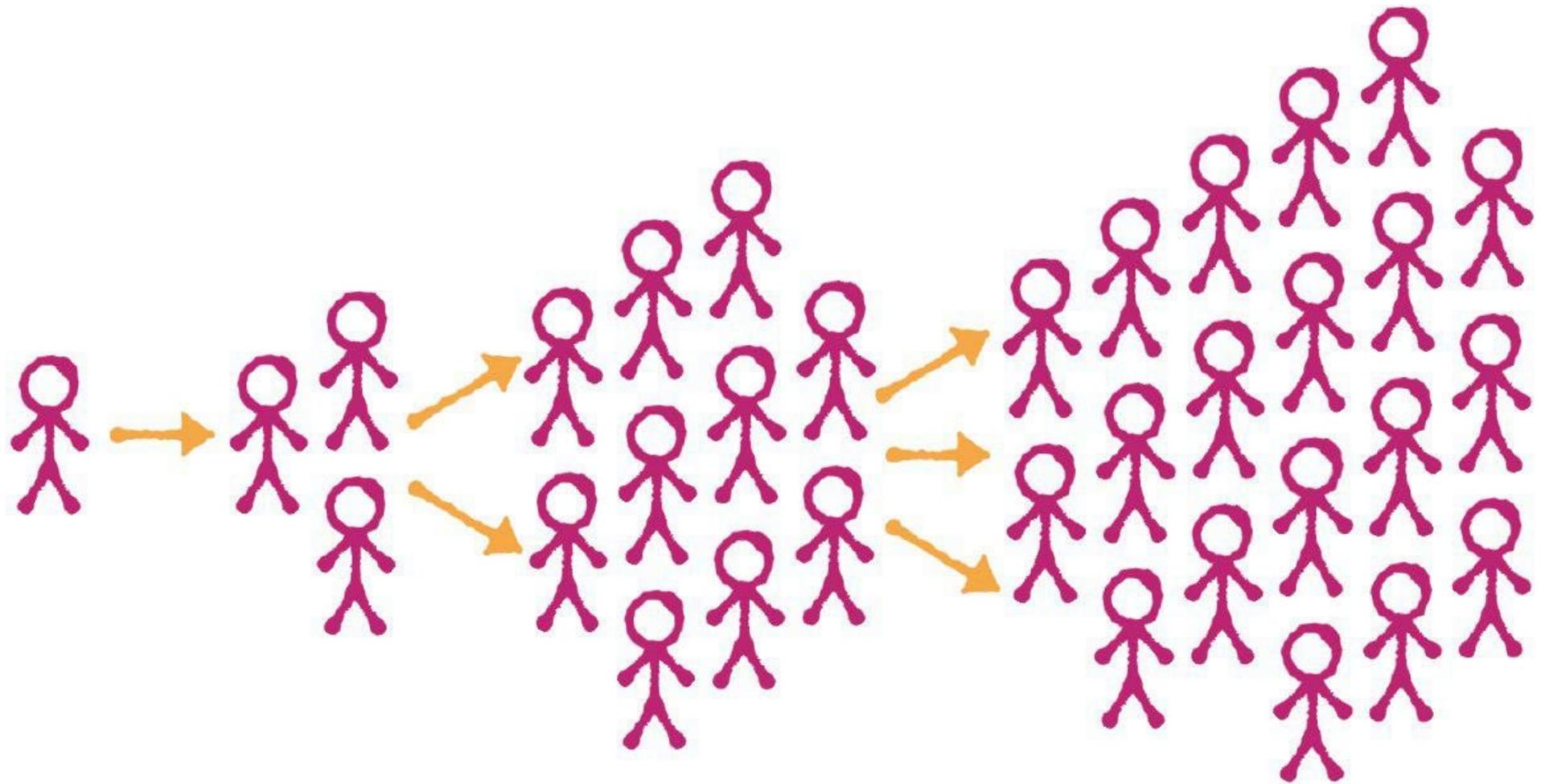
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- ✓ New Members
  - ✓ Grant/Funding applications
  - ✓ Fundraising events
  - ✓ Sponsorship
-

# Events that engage members and non members





One of the most powerful marketing tools is word of mouth.





# Online Presence - Social Media

What social media Platforms do your club use?

How well do you think your club use social media?

What would you like to improve with your club's use of social media?

How might you make the most of your online presence?





**Ofcom (2018) revealed that a fifth of 16-24 year olds spend more than seven hours a day online every day of the week.**

**Almost a fifth of young people aged 16 to 24 are so addicted to their smartphones that they spend more than seven hours a day online.**



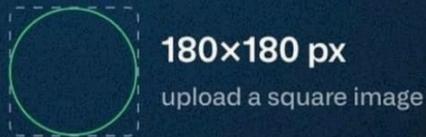




# Best practice for different platforms



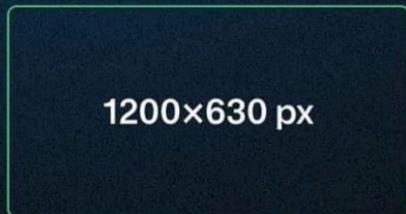
## Profile photos



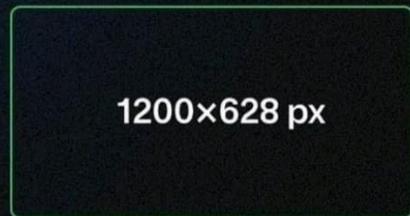
## Profile cover



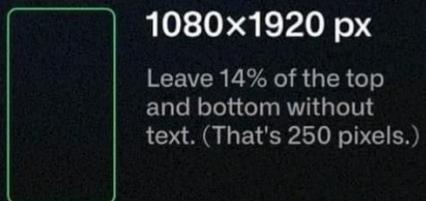
## Post



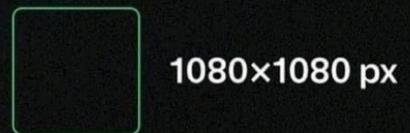
## Group & Event cover



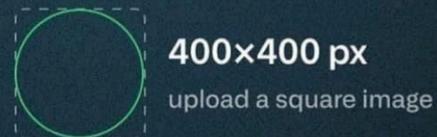
## Stories



## Ads



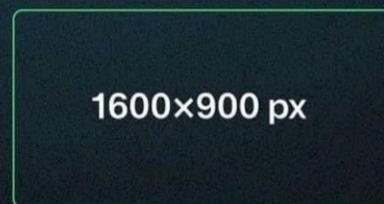
## Profile photos



## Header photos



## In-stream photos



## Card image size



## Ads

Lead Generation Cards:

800x200 px

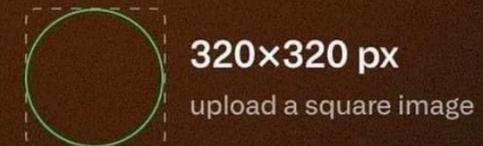
Website Cards:

800x320 px

## Fleets



## Profile photos



## Carousels

Square

1080x1080 px

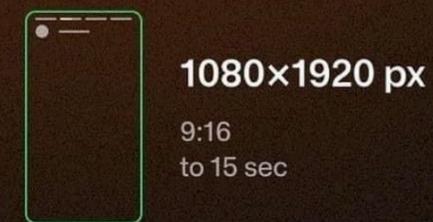
Portrait

1080x1350 px

Landscape

1080x566 px

## Stories



## Reels



## IGTV

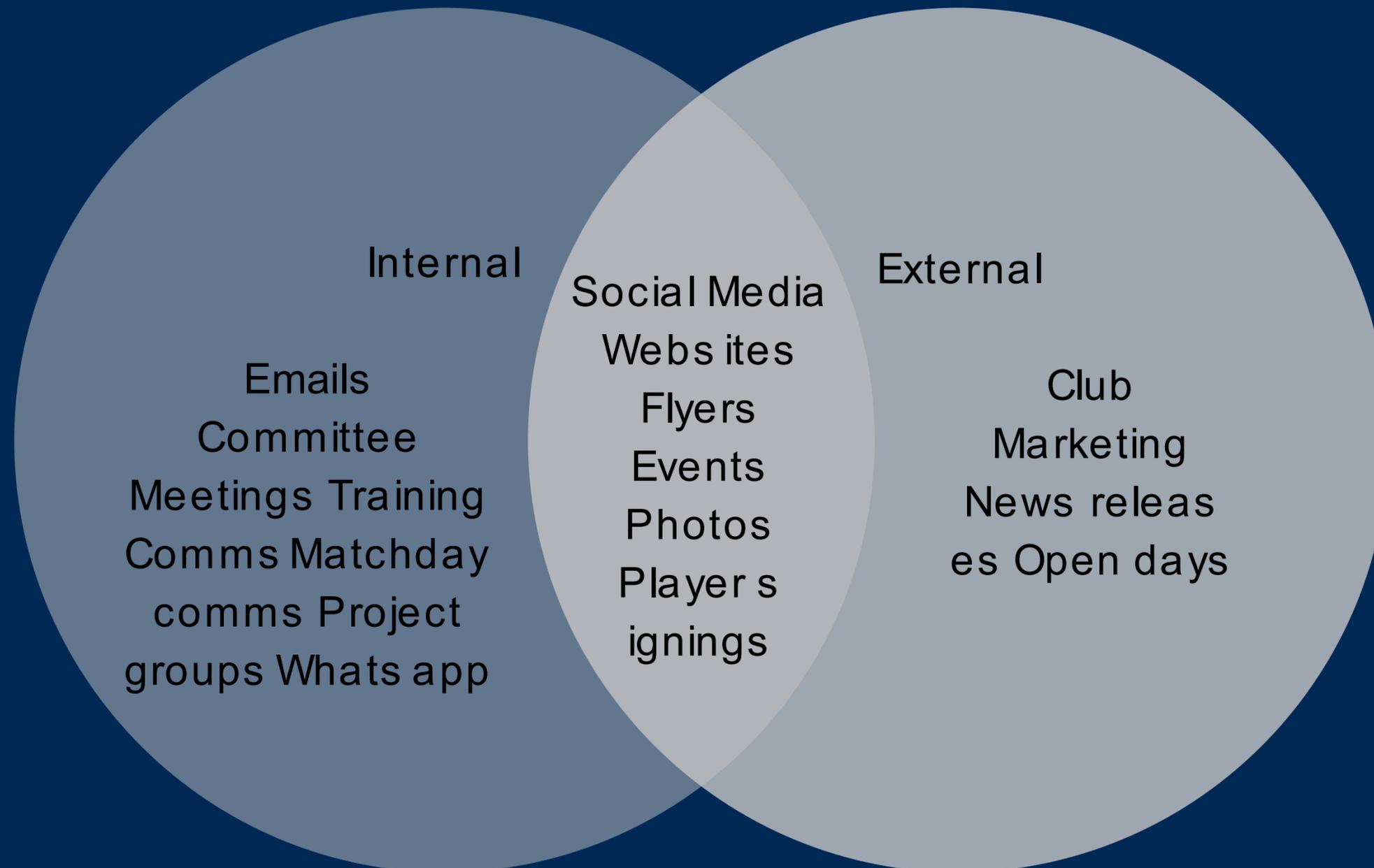


## Tools to help you:

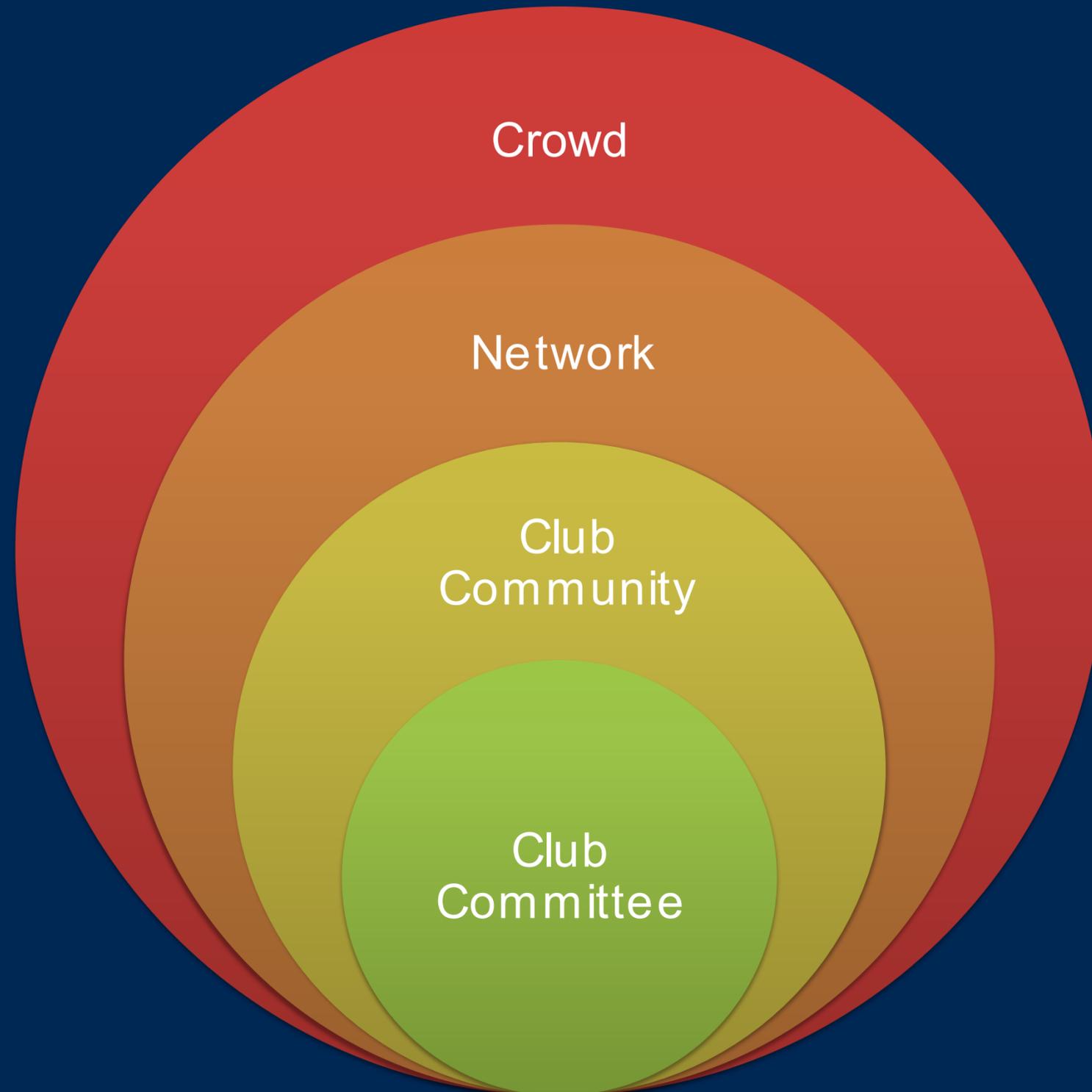
- Canva
- CapCut
- InShot
- Adobe Express
- Instagram Reels
- Tiktok
- Splice



# Internal and External Communications Crossover



# Who are your target audiences?



People currently unaware of the club  
Receive information and messages via  
the network



Local community outside of existing  
members Don't know who they are and  
cannot contact them directly  
Physically all live locally



Players and Parents  
Training sessions  
End of season events  
Those in the club database  
Connected via Facebook/ WhatsApp/  
email Most live reasonably locally



Officers and key helpers



# Baby steps



# DCF Contacts

- DCF Club and Community Cricket Officers:
  - Charlie Storr – [charlie.storr@dcfcricket.com](mailto:charlie.storr@dcfcricket.com)
  - Tom Coxhead – [tom.coxhead@dcfcricket.com](mailto:tom.coxhead@dcfcricket.com)
  - James Colton – [james.colton@dcfcricket.com](mailto:james.colton@dcfcricket.com)
- DCF Club and Leagues Manager:
  - Mick Glenn – [mick.glenn@dcfcricket.com](mailto:mick.glenn@dcfcricket.com)

