

Communication

How to boost your comms?

Anne-Sophie Thilo, OLY

Menu of the day

- Intro
- Strategy
- Digital
 - Social Media
- Q&A
- Conclusion

INTRODUCTION



And on top of that...

Board member: COOKIE, Club Nautique Pully, Swiss Sailing, Swiss Sailing Team, Sport & Solidarité, Fondation «Fonds du Sport Vaudois», etc...

Consultative commission: Canton de Vaud

Mentoring & coaching: Recriando Raizes, True Athlete Project, Coaching Youth Team Region 1

Conference: Dual career, transition, media training, HP & Sport,...

Swiss Sailing staff

Andrea Tucci



Nicola Mökli



STRATEGY

The image features a central aerial photograph of a coastline with waves crashing against the shore. The photograph is framed by a large, dark blue geometric shape that tapers towards the top and bottom. The word "STRATEGY" is written in large, white, bold, sans-serif capital letters across the middle of the image, centered over the coastline. In the top-left corner, there is a white rectangular area containing the logo "SUI" in large, bold, black letters with a small red square containing a white plus sign above the "i", and the word "sailing" in a smaller, black, lowercase sans-serif font below it.

« We are plan



o you think?»

Some questions first !

1. What do we want to tell?
2. To whom?
3. Through which channels?



Start from the beginning...

- *Context (who we are, where we go, USP issues, opportunities, risks)*
- *Objectives*
 - *Project*
 - *Communication*
- *Targeted audiences*
- *Key message*
- *Channels*
- *Comm actions*
- *Schedule*
- *Ressources (finances, material, human)*
- *Budget*
- *Evaluation*





INTERNATIONAL OLYMPIC COMMITTEE

**IOC Refugee Olympic Team – Paris 2024
Communication Plan
December 2021**

Background

In 2016, the IOC created the first IOC Refugee Olympic Team

Since then, the IOC has:

- created the **Olympic Solidarity for Refugee Athletes Support Programme**
- launched the **Olympic Refuge Foundation** to support the protection, development and empowerment of children and youth in vulnerable situations through sport
- lead the second **IOC Refugee Olympic Team** in **Tokyo 2020** composed by 29 athletes
- decided in 2020 that there will be an **IOC Refugee Olympic Team Paris 2024** and **Dakar 2026**

Tokyo 2020

- **Happy** athletes
- One of the **success stories** of the Olympic Games Tokyo 2020
- Second most **popular pages** on ioc.org
- VNRs show a total of **359 channel usages, 796 hits** on those channels generating 8 hours, 49 minutes and 21 seconds of global TV airtime
- More than **350 interview requests**
- **Performance** on social media
- Great support from **OCS and social media team** in Tokyo



Main areas of improvement for 2024

1. Planning and **anticipation**
2. **Content** is key
3. Manage stakeholders/**partners'** expectations
4. Dedicated **team**
5. Dedicated resource for **digital/social**
6. Act as a **NOC**: support staff, education, transfer of knowledge, etc.

Project objectives

Demonstrate the IOC's commitment to **stand with refugees** and to support them through sport.

Show how Olympic Solidarity/Olympic Refuge Foundation through its Refugee Athlete Support Programme helps refugee athletes not only to **train** with the aim to **qualify** for the **Olympic Games Tokyo 2020** but also to continue their sporting career and **build their future**.

Select from the list of refugee athlete scholarship-holders 2022-2024 **a team of refugee athletes for Paris 2024**.

Establish the IOC and the Olympic Refuge Foundation as **powerful vehicles to drive positive social change**, demonstrating the role of sport to improve social inclusion and cohesion.



Communication objectives

To inform
(announce)

To inform the public of the different news and announcements, **milestones**, and **key decisions** around the Team. Provide information as to who are the members of the Team (bio, stories, sport results, profiles, etc.).

To inspire
(share stories)

To inspire by sharing incredible human stories of **hope** and **resilience**, demonstrating how this Team is **powered by solidarity**, and how sport helps refugee athletes **(re)build a future**.

To influence
(promote)

To promote the **power of sport** to protect and support refugees and their communities by showcasing the work of the Olympic Refuge Foundation together with the UNHCR and other partners.

EXTERNAL

- General Public
- Journalists / Influencers
- UN and UNHCR network
- NGOs

OLYMPIC MOVEMENT

- IFs
- NOCs
- TOCOG
- TOPs
- RHBs
- Athletes

INTERNAL

- IOC Members
- IOC Staff



Key messages



1. *[To inform]*

The IOC Refugee Olympic Team Paris 2024 continues to send a message of hope to all refugees around the world.

2. *[To inspire]*

Sport has the power to help refugees (re)build a future.
A Team powered by solidarity.

3. *[To influence]*

Harnessing the power of sport, the IOC supports refugees and their communities across the globe through the Olympic Refugee Foundation. Working in close collaboration with the UNHCR and other partners, the Foundation aims to provide access to safe sport to 1 million forcibly displaced young people by 2024.

Timeline overview



2021

- Update the communication plan and timeline for 22-24
- Support creation of a Social Media plan
- Post Games communication
- Key milestones

2023

- Support Social Media activation
- Introduction of the new Refugee Athletes Scholarship-holders
- Media training
- Support creation of Media Relations action plan
- Media opportunity?
- Content gathering (photos, films, interviews)
- Meet the athletes and assess their situations
- Partners and stakeholders activations
- Key milestones

2024

2024

- Support Social Media activation
- Introduction of the new Refugee Athletes Scholarship-holders
- Media training
- EOR 2024 announcement
- Partners and stakeholders activations
- Update press kit, one pager, web, etc
- Media relations
- Documentary?

2022

2022

- Support Social Media activation
- Introduction of the XX Refugee Athletes Scholarship-holders
- Media Training
- Support creation of Media Relations action plan
- Content gathering (photos, films, interviews)
- Documentary
- IF / NOC collaboration
- Meet the athletes and assess their situations
- Key milestones

2023

2021

Timeline 2022

January – March

- Support Social Media activation
- Introduction of the XX Refugee Athletes Scholarship-holders
- T-shirts, etc to be sent to athletes
- Web pages
- One Pager
- Media Kit
- **Key milestone:**
 - Beijing Session?
 - World women’s day
 - ORF Board meeting

April – June

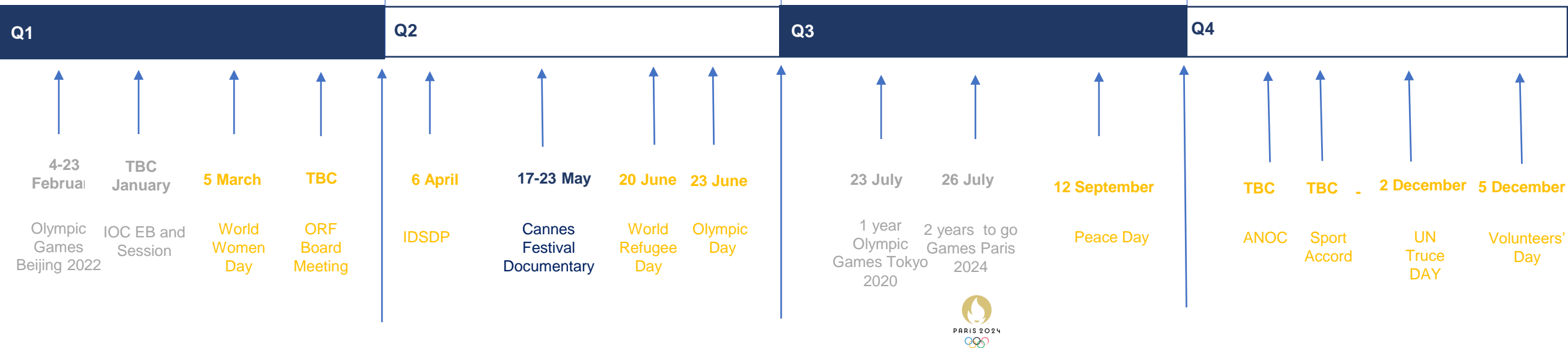
- Support creation of Media Relations action plan
- Content gathering (photos, films, interviews)
- Documentary
- **Key milestone:**
 - IDSDP
 - World Refugee Day
 - Olympic Day
- IF / NOC collaboration
- Meet the athletes and assess their situations

July – September

- **Key milestones:**
 - One year anniversary
 - Peace Day
- Alignment on IOC Campaign?
- New athletes?
- IF / NOC collaboration
- Support creation of Media Relations action plan
- Meet the athletes and assess their situations

October to December

- **Key milestones:**
 - ANOC?
 - Sport Accord?
 - Volunteer’s day
 - UN Truce Day
- + TBD



Timeline 2023

January – March

- Support Social Media activation
- Introduction of the NEW XX Refugee Athletes Scholarship-holders
- T-shirts, etc to be sent to athletes
- Web pages update
- One Pager update
- Media Kit update
- **Key milestone:**
 - World women’s day
 - ORF Board meeting

April – June

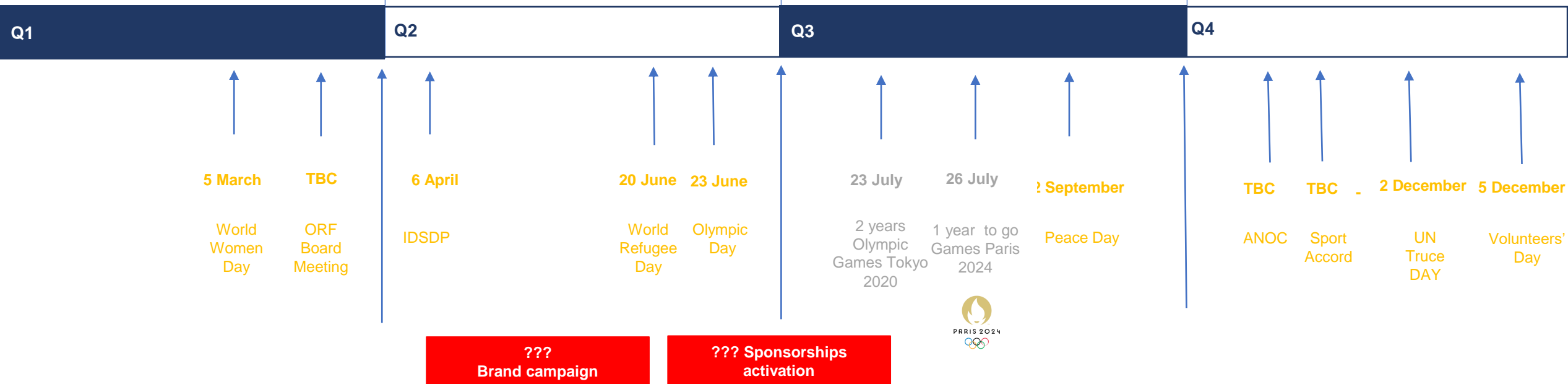
- Support creation of Media Relations action plan
- Content gathering (photos, films, interviews) – if necessary
- **Key milestone:**
 - IDSDP
 - World Refugee Day
 - Olympic Day
- IF / NOC collaboration
- Meet the athletes and assess their situations

July – September

- **Key milestones:**
 - One year anniversary
 - Peace Day
- Sponsorship activations?

October to December

- **Key milestones:**
 - ANOC?
 - Sport Accord?
 - Volunteer's day
 - UN Truce Day
- + TBD



Timeline 2024

January – March

- Support Social Media activation
- Introduction of the LAST XX Refugee Athletes Scholarship-holders
- Web pages update
- One Pager update
- Media Kit update
- Prepare partners activations
- **Key milestones:**
 - World women's day
 - ORF Board meeting

April – June

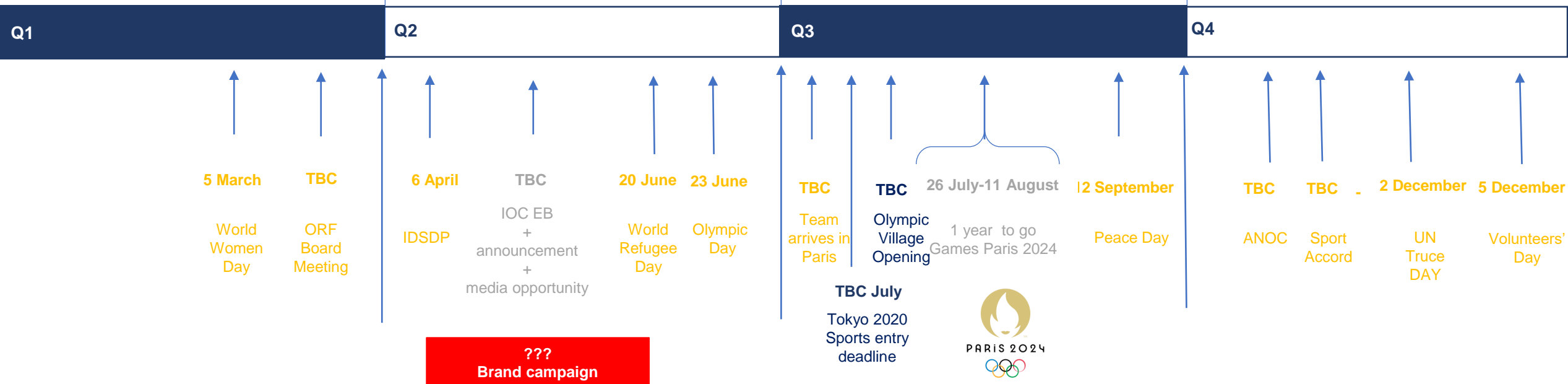
- Announcement organisation
- Web pages update for Paris 2024
- One Pager update for Paris 2024
- Media Kit update for Paris 2024
- Media relations
- Specific media training for selected ones (rule 40 / 50 / social media guidelines / interviews / ...)
- **Key milestones:**
 - IDSDP
 - World Refugee Day
 - Olympic Day

July – September

- **Games-time:**
 - **Mixed zone**
 - **Media relations**
 - **Social media content**
 - **Photos / images**
 - **Public relations / events**

October to December

- Athletes follow up and support
- Media relations
- **Key milestones:**
 - ANOC?
 - Sport Accord?
 - Volunteer's day
 - UN Truce Day
- + TBD



Communication Plan and Activation



N.B. All activities listed below are initial proposals that will need to be further discussed internally and with relevant partners before each milestone.



Priorities:

- Update comms plan

Key Communication deliverables:

- Update the **communication plan** and timeline for 22-24
- Support creation of a **Social Media plan**
- Post Games communication
- Key milestones

Priorities:

1. World Refugee Day
2. Olympic Day
3. 1 year to go

Key Communication deliverables:

- Prepare an action plan for media opportunity
- Media training
- Coordinate with UNHCR WRD campaign
- Include the Team and other athletes in Olympic Day campaign

Priorities:

1. Announcement of the Team
2. Arrival in France
3. Arrival at Olympic Village
4. Olympic Games (26 July – 11 August 2024)

Key Communication deliverables:

- Prepare the announcement of the IOC Refugee Olympic Team Paris 2024
- Prepare action plan for Team arrival in Paris and potential training camp
- Prepare engagement strategy with French media and public
- Engage stakeholders concerned for support and amplification
- Prepare for 'photo of the day' series
- Prepare Games-time action plan TBC

Next steps



- Circulate and present the plan to other colleagues (ORF / SteerCo / Comms / DEM / OCS)
- Introduction of the XX Refugee Athletes Scholarship-holders 2022-2024
- Produce key reference documents (Media kit, Q&A, etc.)
- Support creation of Social Media and Media Relations plans
- Gather content
- Media Training
- Manage media inquiries
- Organise meeting with UNHCR/IOC teams





Digital

Social Media

1. The basics of social media
2. Tips and tricks: followers, mentions, hashtags, bios, languages, timing, business account, etc
3. Content creation
4. Some useful tools



Refugee Olympic Team
457 Tweets

Accueil
Explorer
Notifications
Messages
Signets
Listes
Profil
Plus

Recherche Twitter

Vous pourriez aimer

- UNDP Africa @UNDPAfrica
- International Hand... @ihf_info
- Dominique Isabell... @DominiqueHyde

Tendances pour vous

- Tendance dans la catégorie Suisse: **Booster** (126 k Tweets)
- Tendance dans la catégorie Suisse: **Autriche** (31,1 k Tweets)
- Football - Tendances: **Shaqiri** (3 192 Tweets)
- Tendance dans la catégorie Suisse: **Propaganda** (109 k Tweets)
- Tendance dans la catégorie Suisse: **Österreich** (15,5 k Tweets)

Conditions d'utilisation | Politique de Confidentialité | Politique relative aux cookies | Informations sur les publicités

1. Twitter only allows 280 characters
2. Message types: text, link, photo, video
3. Type of content: results, news brief, live tweet of an event, congratulations
4. Many journalists and media are on Twitter

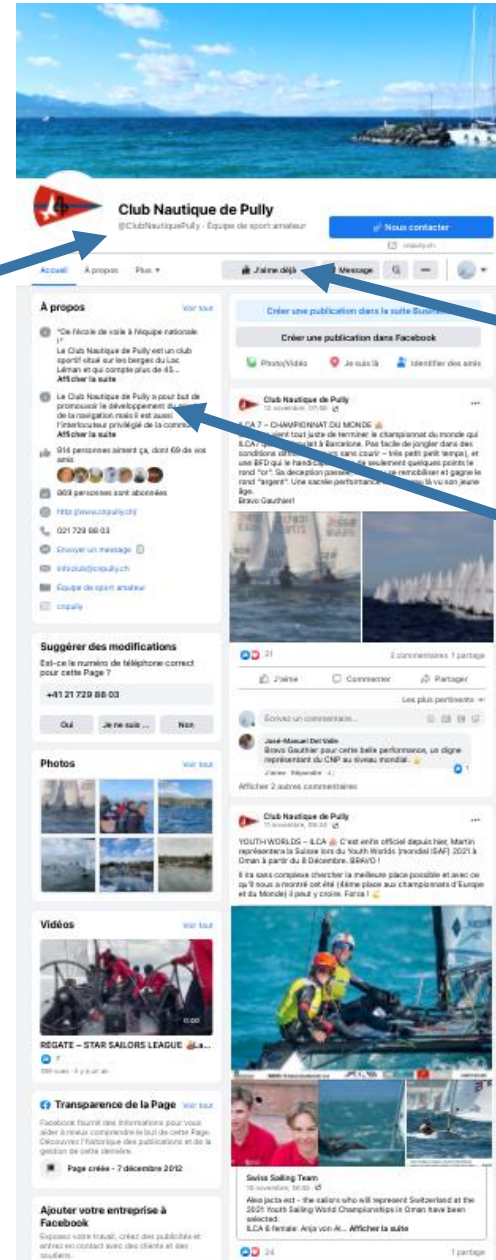


1. Access from a profile (administrators)
2. No limitation, don't write books ;-)
3. Types of message: link, photo, video (no text only)
4. Type of content: results, reviews, congratulations, announcements, member information,...
5. Small delay between publication and display (algorithm)





Facebook



Strong image

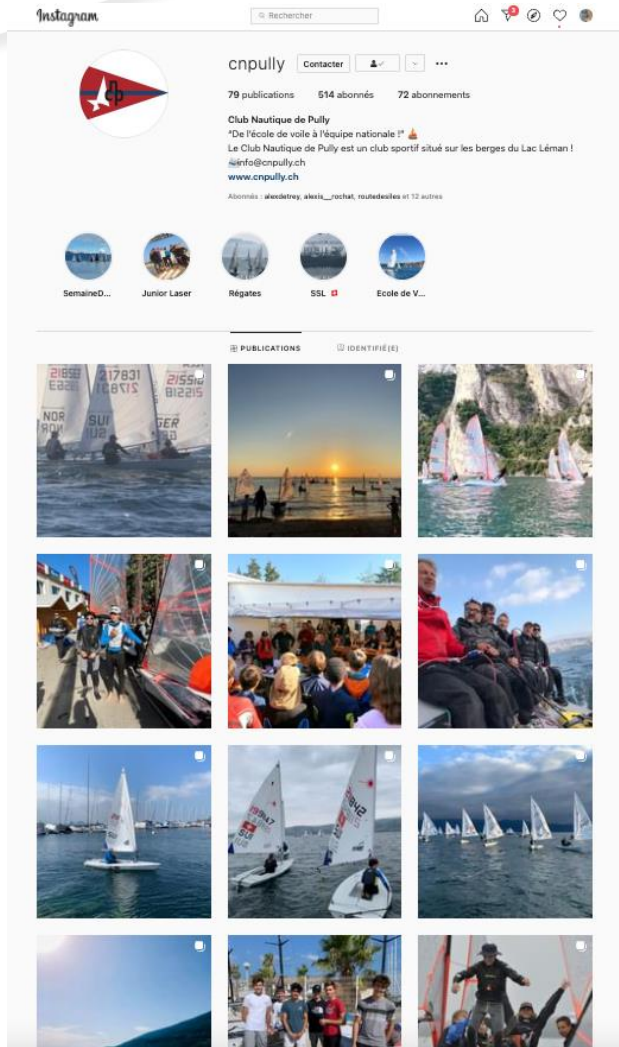
Logo

User name

Call to action

Description

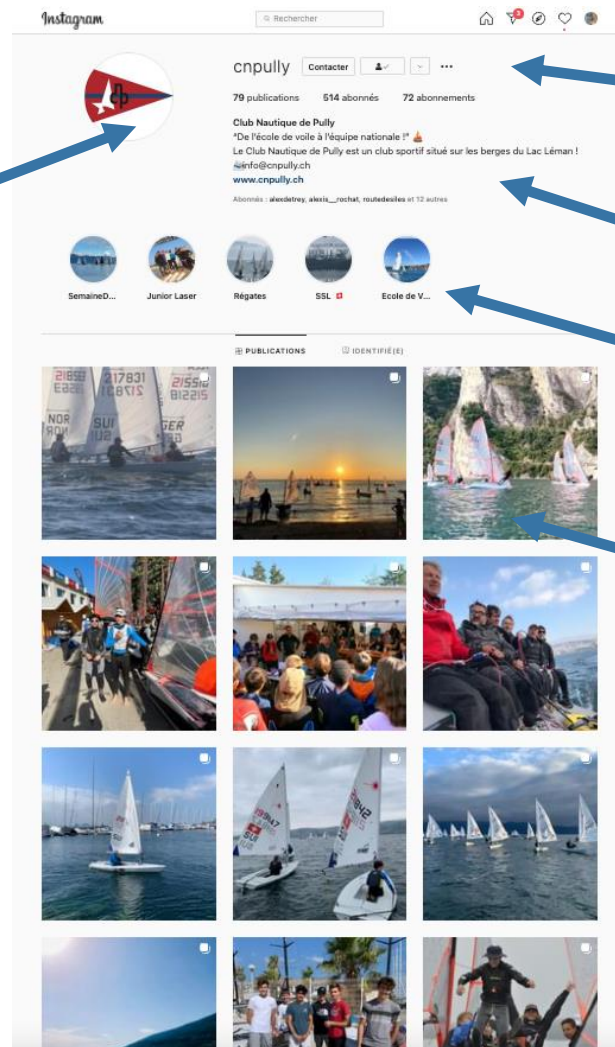
Website and contact details



1. Photos / videos = visually pretty
2. Ability to edit and engage with followers (Reels / GIFs / etc)
3. Photo or video posts (square format)
4. Stories (24hrs) and then "front page" if desired



Instagram



Logo

User name

Description (one link)

Stories à la une

Posts (1min max)

Instagram TV (long videos) or Reel (edited)

Summary



1. Results
2. News in brief
3. Links
4. Videos / photos
5. Live Tweet
6. Retweet



1. Results / news
2. Stories / reports
3. Links (with photos)
4. Videos (+ long) / photos
5. Articles / reportage



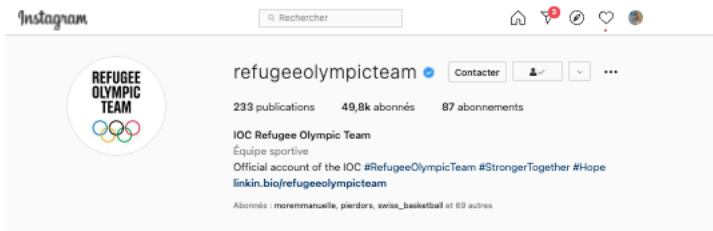
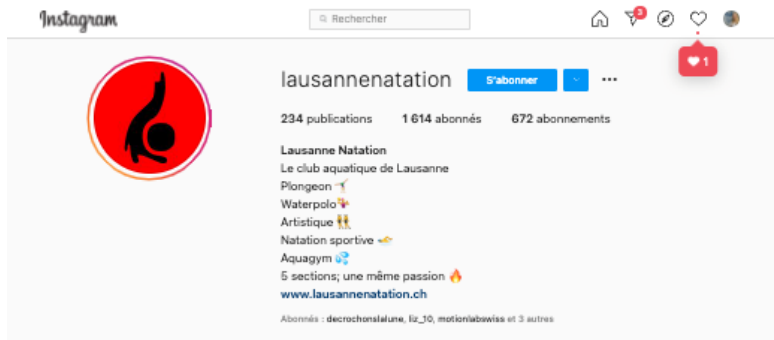
1. Photos
2. Short videos
3. Edited videos (reels)
4. Stories with engagement

And the others?



1. Who is your audience?
2. What is your objective?
3. How much time do you have available?
4. How creative are you?

Bios et descriptions



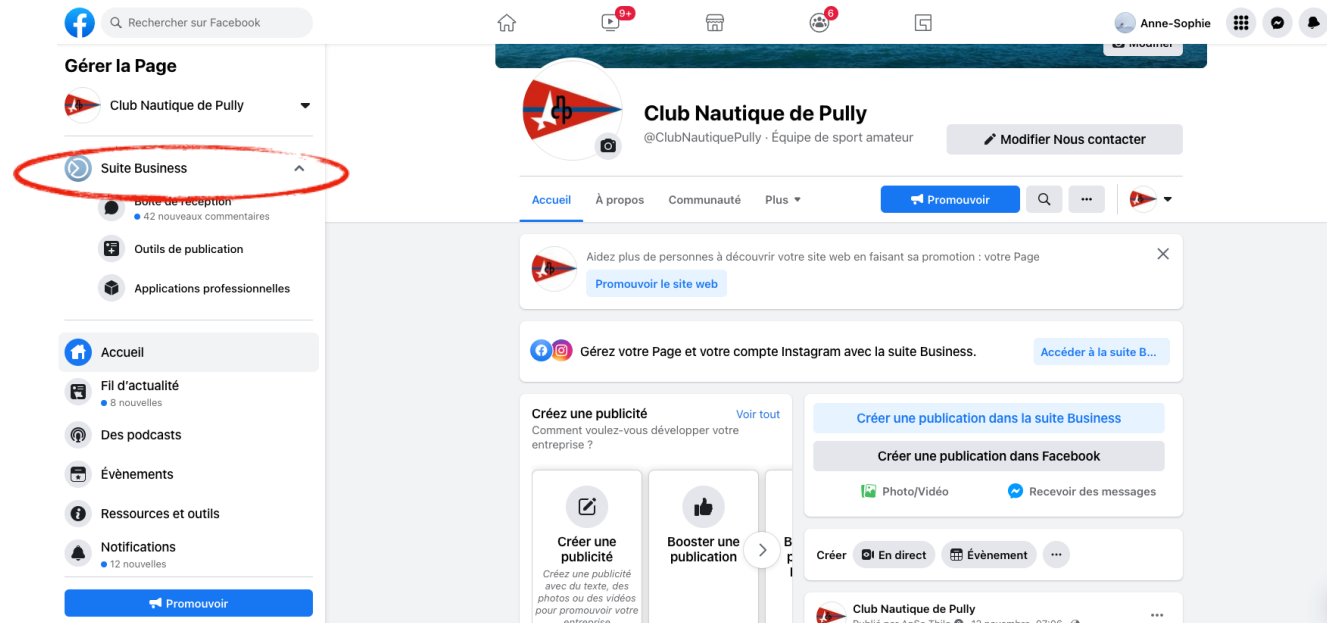
1. Instagram: limited text and links (Linktree) + emojis
2. Facebook: short and long "About" sections
3. Twitter: limited

Powerful, comprehensive, links to more info, main hashtags

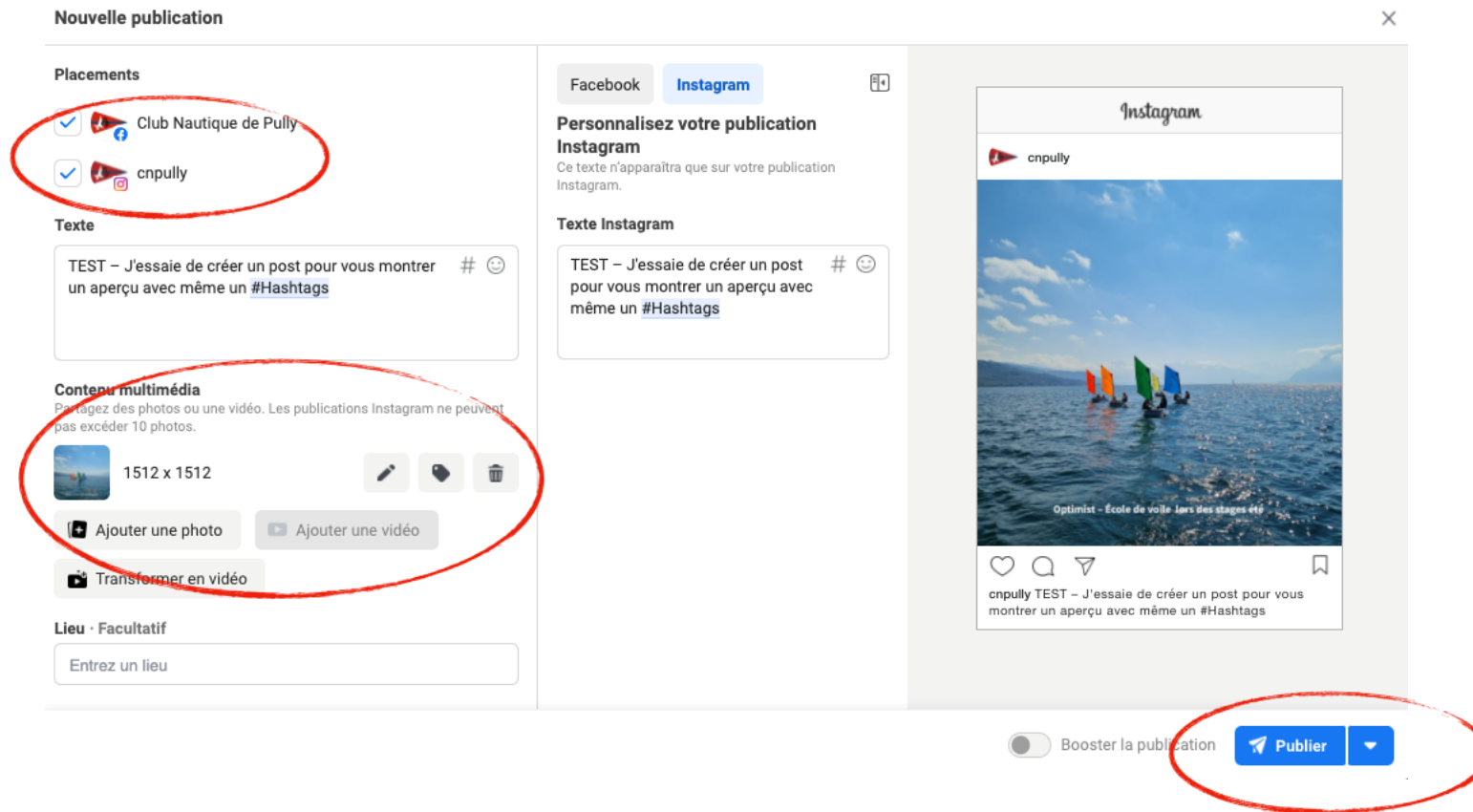
Possibility to share from Instagram on Facebook



Possibility to share from Facebook sur Instagram et/ou Facebook



Meta business suite



- Choice between Facebook and/or Instagram
- Possibility to edit the photo easily (format and filter)
- Preview
- Publish (schedule)

Timings

- Test, test, test
- Have a look at the stats

Languages

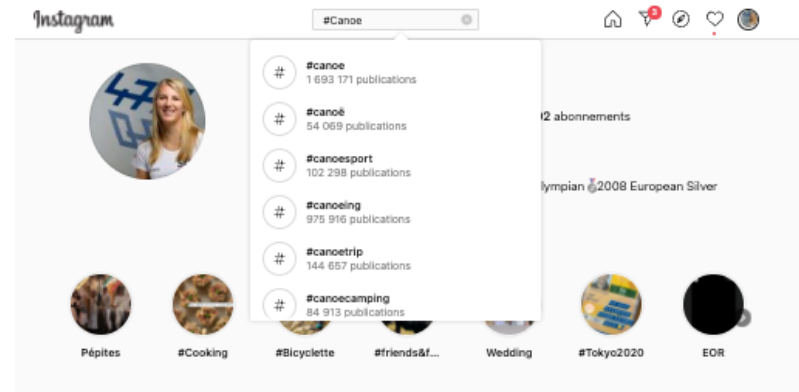
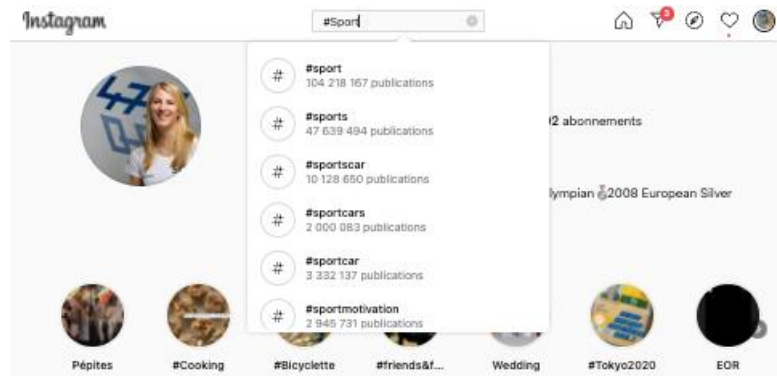
- Depending on your audience
- Translation possible

Mentions

- @cnpully / @swisssailing / @MaudJayetSailing / etc
- Permet d'engager (notifier et partager)

Hashtags

- To connect people to a specific content (topic, theme, event)
- Must start with #
- No spaces or punctuation
- Possibility to #PlayWithCaps for more readability
- Too many #'s kill the # (2-3 / a little more for Instagram)
- Possibility to follow a hashtag #Ski #Tennis #Villars
- Helps to increase the audience



#SwissSailing
#Sailing
#T35
#CNP

Content creation

- Authenticity
- Engagement
- Originality



- Simple
- Efficient
- Regularity (more than frequency)
- Start small

- What information?
- Who are my sources? coach, parents, athletes
- Who are my partners? national federation, other club, regional centre
- What is my goal?
- Who is my audience?
- What is my tone?

- Catalogue of ideas: junior news, sailing news, racing news, board news, club news, etc
- List of key events: regattas, season opening and closing, club aperitif, evening week, junior training, etc
- Schedule or repost
- Announce at each General Assembly

Plateforme	Type	Texte	Mentions	Visuel	Date
Facebook	Repost Swiss Sailing	BRAVO à Martin pour sa sélection aux championnats du monde...blablabla #Bravo	@SwissSailing @SwissSailingTeam @MartinVerhulst	Visuel de Swiss Sailing	Posté le 14.11.21
Instagram	Post + Story	BRAVO à Martin pour sa sélection aux championnats du monde...blablabla #Bravo	@SwissSailing @SwissSailingTeam @MartinVerhulst	Photo coach	Posté le 14.11.21
Twitter	Post lien résultats	Une belle 3ème place pour l'équipe du #CNP à la finale de la @SwissSailingLeague	@SwissSailingLeague	Photo podium	23.11.21

Somes exemples

Club Nautique de Pully
Publié par AnSo Thilo · 11 novembre, 09:34 ·

YOUTH WORLDS – ILCA 🏆 C'est enfin officiel depuis hier, Martin représentera la Suisse lors du Youth Worlds (mondial ISAF) 2021 à Oman à partir du 8 Décembre. BRAVO !

Il ira sans complexe chercher la meilleure place possible et avec ce qu'il nous a montré cet été (4ème place aux championnats d'Europe et du Monde) il peut y croire. Forza ! 🇨🇭



Swiss Sailing Team

10 novembre, 18:45 · Instagram ·

Alea jacta est - the sailors who will represent Switzerland at the 2021 Youth Sailing World Championships in Oman have been selected:

ILCA 6 female: Anja von Al... [Afficher la suite](#)

Club Nautique de Pully
Publié par AnSo Thilo · 19 octobre, 10:27 ·

RÉGATE – SAILGP 🏆 Vous l'avez certainement déjà appris, Nils Theuninck Sailing fera partie de l'équipage Suisse de SailGP pour la saison prochaine ! Retrouvez-le dans le reportage de RTSinfo. Attention, accrochez-vous, ça décoiffe !

<https://www.rts.ch/play/tv/redirect/detail/12572130>



RTS.CH

12h45 - Un équipage représentera la Suisse au Championnat international Sail GP. Les voiliers les plus...

Club Nautique de Pully
Publié par AnSo Thilo · 18 octobre, 12:15 ·

JUNIORS – RÉGATE DE CLÔTURE 🏆 C'est sous un soleil radieux qu'une soixantaine (!) d'enfants se sont retrouvés au #CNP dans une ambiance conviviale pour la régata de clôture junior. Des airs que se sont faits timides, mais des airs qui ont permis aux navigateurs de s'exprimer en toute tranquillité. Un grand merci aux coachs Tug et Jérémie pour cette magnifique année de navigation. Vivement l'année prochaine !



Club Nautique de Pully
Publié par AnSo Thilo · 28 juin ·

RÉGATE – 2 COPAINS D'ABORD 🏆 Le #CNP organise le vendredi 2 juillet prochain la traditionnelle régata des "2 Copains d'Abord". La régata sera suivie d'un repas et de la remise des prix

▶ Départ: 19h devant le port de Pully

? Particularité: deux copains à bord only !

📄 Inscription sur manage2sail par ici:

<https://www.manage2sail.com/.../7e15c97d-821a-4ef9-884f...>

👉 Finance d'inscription de CHF 50.- (repas compris)

... [Afficher la suite](#)



Club Nautique de Pully
Publié par AnSo Thilo · 25 juin ·

VIE DU CLUB – PAELLA NIGHT 🏆 De belles énergies et un sympathique moment de partage autour d'une délicieuse Paella. C'était mercredi soir au CNP Olé ! Merci à Erwann, Angèle et Chantal !



Photos !!!

- Never take a picture on Facebook or Google



-Repost / share
-Ask for asstes

- Photo of an adult



Get the approuval (if possible mail or text message)

- Photo of a < 18



< 14ans?



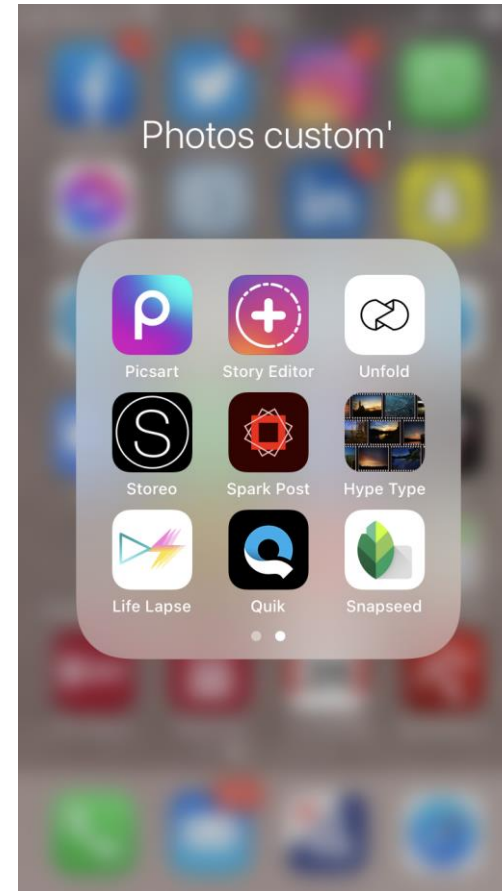
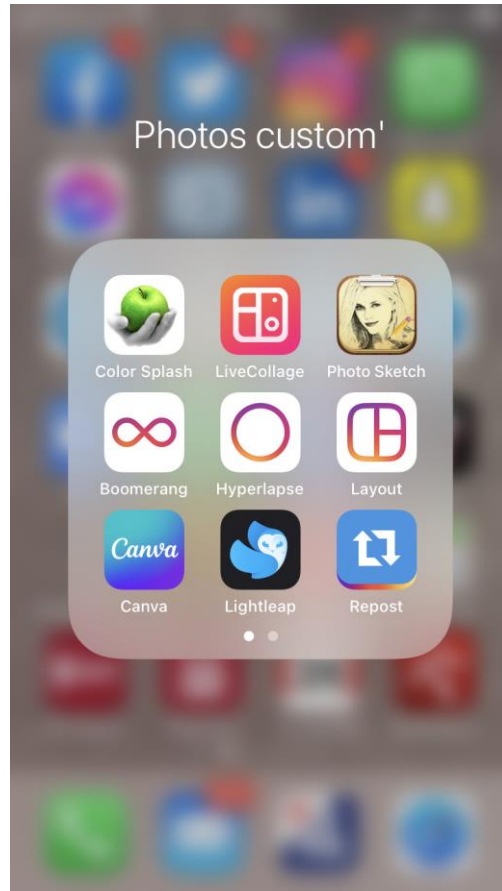
Approuval from parents

> 14ans?



The child can decide by him/herself if we **inform** him/her but it would be best to get in touch with the parents

Some tools



Conclusion

- Takes a lot of time and energy
- Do small, but do well
- Regularity vs. quantity
- Choice of platforms
- Comment monitoring and management
- The "Swiss" is difficult to engage
- Simple and short username
- Always have several committee members with access!



WE NEED YOU !

- Follow & mention

Swiss Sailing

Facebook: Swiss Sailing

Instagram: swisssailing

Twitter: swisssailing

Swiss Sailing Team

Facebook: Swiss Sailing Team

Instagram: swisssailingteam

LinkedIn: Swiss Sailing Team

- Hastags

#SwissSailing

#Sailing

#SpecifiEvent

- Share your news

Andrea

andrea.tucci@swiss-sailing.ch

Nicola

Nicola.moekli@swiss-sailing.ch

Or direct message !

Conclusion

- Start with a strategy
- Establish your action plans and priorities
- Regularity vs. quantity
- Choice of platforms
- Amplify and collaborate with others (regions, classes, organising committee, etc)
- Ensure the transition !