

Communications workshop – Notes from the tables

In this session, each table was asked to consider how they could target a specific group of people. Most searches despite being under one category can be transferred across multiple.

Group Scouts

- Google alerts
 - Scouting – scouting badges –
 - Get away from the screen
 - Outdoor adventure/ pursuits
 - Camps jamborees
 - County regional association

Also join local scouts groups FB pages, contact the organiser etc.

Group adrenaline junkie

- Google alerts
 - Podium pictures
 - Mud/sweat/ tears
 - Navigations
 - Fast paced events/ sports
 - Bonding

Group families

- Google Alerts
 - Home schooled network
 - Education/ exercise/ Alternative education/ Ofsted/ GCSE PE
 - Childrens health
 - Family challenges/ walks/ activities/ bonding/ weekend activities
 - Forest schools
 - Facebook groups
 - Local authority parks
 - School sports
 - Mental health
 - Lifestyle activities
- Other
 - Mums net
 - Pinterest
 - Facebook groups such as Days out/ community groups/ what's on/ Park run
 - Destress time
 - Meeting other people
 - Benefits of volunteerings and orienteering

Other comments

- Find content that changes pre-conceived ideas of Orienteering.
- Geographical relevance to google alert e.g. fell running, specific locations close to your club