



## Guidance Note No. 12

Date: July 2015

### PUBLICITY FOR CYCLING CLUBS

The purpose of this note is to give some hints and guidance for clubs that promote cycling time trials and are keen to attract more riders to their club and events they run.

#### Background

Publicity is the lifeblood of a healthy club as there is always a need to replace members in clubs and to promote its activities. Publicity doesn't have to be expensive and a few simple things done well will ensure your club is 'top of mind' when riders think about cycling in your area. The idea is to make your club look active and interesting and welcoming to potential new members.

#### Personnel

It is good to have a person responsible for publicity in your club. This could be someone who perhaps works in marketing or the media and an understanding of how publicity works is ideal. It could be someone who is good with social media or blogging.

#### The objective

Is to keep your club and its activities in the public eye and make it easy to find for people new to the sport and looking to start riding with the club or take up racing.

#### The basics

It is essential to have a web presence these days. A club website need not be complicated or expensive and can be based on free hosting site such as Wix (<http://www.wix.com/>) or Weebly (<http://www.weebly.com/>). As long as it is easy to use, includes some basic, up to date, information about the club and its activities (races, club runs, social activities) and some contact details that will do very well.

A club Facebook page is also free to set up and is an excellent way to get information out to both members and others who 'like' the page. You can also use Facebook to quickly send out timely messages about changes to events and similar so it's a very useful tool.

Similarly, a Twitter feed is worth considering as a way of broadcasting information to interested riders.

If you've got anyone in the club that likes to shoot video, YouTube and Vimeo are excellent outlets for time trial videos and the CTT website also welcomes video and of course photographic contributions to which they will always link to from the main CTT website.

There is very little cost for any of these activities but you will need an active and interested person to keep them up to date and fresh and relevant – this is key!

#### Media outlets

As well as the digital media described above, your local newspapers and radio both remain a good outlet for race reports and news items. Try and find out and get the contact details of the person who writes the sports pages and send any material directly to them by email, with good quality pictures if appropriate.

The trick here is to know the sort of material the publication uses and its writing style and try to send information that is easy for them to use without much editing or rewriting. Staff on papers are usually very short of time nowadays and are often producing material not just for the printed page but also their websites too.

An occasional call to your local journalists is also useful so they have a name they can call if they want a quote on a cycling related issue or perhaps need material for a feature. You can also invite them along to club activities if appropriate and let them know of any big events you are planning as they may wish to attend or perhaps send a photographer.

As well as traditional media you may also want to send material to anyone who keeps a cycling blog in your area as they may be interested in your club's activities and may well use material you send in their blog.

### **Other things worth considering**

- If your local council has a Sports Development Officer keep this person informed of your club's activities.
- If you're running events send results to Cycling Time Trials for publication on the CTT website: [results@cyclingtimetrials.org.uk](mailto:results@cyclingtimetrials.org.uk) and Snowdon's press bureau who provide race reports for many national media outlets: [results@snowdons.co.uk](mailto:results@snowdons.co.uk) and your CTT District website if you have one in your District.