

# 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)

**Social Media** – Facebook, Twitter, Instagram (Athletes) – (daily updates)