



Communication

Communication about the action plan, policies, and campaigns concerning LGBTIQ inclusion in football is one of the success factors. Without communication, only the involved people know what you are talking about and you will not create public support for your plans.

In this factsheet we will give you some tips on how you can communicate about your plans, actions and campaigns. These are based on experiences of the Heroes of Football project partners.

1 Communication during the preparatory phase

Step 1

Before you start writing an action plan or a policy it's important to talk with all the different stakeholders in your club: trainers, players, administrators, volunteers, parents, supporters. You can start with setting up a committee with representatives of all these groups. Together with them you can first explore what the issues are. You can involve everyone by designing a little questionnaire for every group. The communication of this questionnaire to all groups is important!

Communication tips

- a) Use the right message and words. Explain that the results will be used to design an action plan about diversity and the inclusion of LGBTIQ-people in football.
- b) Use different channels (website, social media, flyers) and important messengers like board members, coaches and players to communicate the questionnaire.
- c) Use reminders and rewards (e.g. by filling in the questionnaire you can win free drinks at the cafe, a signed shirt).

Step 2

After studying the answers on the questionnaire you can start designing your action plan. Involve the committee by asking for their feedback and input. It's important to involve every stakeholder in this action plan.

Step 3

Set up a communication plan for communicating your policy and action plan. To really create some buzz, you can participate in, or create a campaign that involves action from your stakeholders (e.g. you can join a Rainbow Laces campaign, designate a match to LGBTIQ-acceptance in football).

Communication tips

- a) Plan your communication and launch of your action plan when there is 'momentum'. For example, during the Football People Action Weeks in October, during a Heroes of Football campaign, Football v. Homophobia Action Month (February), International day against homophobia, transphobia and biphobia (17th of May).
- b) Send out a press release one week before your launch event.
- c) Involve important people (local or national) and the FA, and ask them if they want to communicate via their social media channels about your plans



- and actions on the launch day. You can also use a quote from them in your press release.
- d) Involve as many members of your club as possible: ask them to share social media messages, participate in the campaign, attend the launch event etc.
- e) Plan communications via different channels: Facebook, Twitter, Instagram, website etc.

2 Communication during the action phase

The action phase starts with your first big communication about the action plan. After this launch (e.g. via a campaign) it's important to keep the subject alive.

Communication tips

- a) Communicate about steps that are achieved from the action plan e.g. discussion meetings with youth teams, installing a trusted person within the club, and do this via different communication channels.
- b) Communicate about the topic via quotes, videos, and statements during important action weeks/ days (see above).
- c) Organise yearly, one campaign day/ match designated to LGBTIQ-inclusion in football.

- d) If there is an example of intolerance towards LGBTIQ-people within your club, then communicate clearly via different channels (website, press release, social media etc.) that this isn't accepted at the club.

3 Communication during the evaluation phase

After one football season or one year, you can evaluate your action plan: Which steps have been taken? Did you encounter problems during the implementation phase? A good idea is to repeat your initial questionnaire with all the different stakeholder groups in your club.

Communication tips

- a) You can write a report about your actions and publish this on your website. This can be part of the general annual report of the club.
- b) You can design a visual document which highlights the results to communicate via social media.
- c) In your communication, it's important to announce future steps to spread the message that the club will continue their work.