

NSBKA Communications Plan (2024)

Audience	Objective	Key Message/s	Channel / via	Frequency	Owner	HTML link
All members	To keep members informed about all matters relating to NSBKA & wider beekeeping topics.	General Chair's update Events Upcoming meetings & speakers Useful reference material	Email	Monthly	Brian	https://northstaffsbees.org.uk/useful-information/
All members	To publicise social activities	NSBKA Event Programme and reminders (originally from Lynn)	Email, SMS and website	As required	Stewart/Brian/John	
All members	Social event reminders	To prompt everyone closer to the date of the event.	SMS	As required	Brian	
All members	To notify members of meeting dates, issues, general information sharing	Spontaneous communication on pertinent issues	Email or Facebook	Ad hoc	Stewart (Andy for Facebook)	
All members	To publicise learning events	To advertise training courses, books, library and social media	Email, Website and Facebook	Ad hoc	Andrew/Stewart (John for website)	
The Public	To advertise NSBKA & hot topics	Publicity material to encourage NSBKA membership and awareness of AH	Printed posters, leaflets, cards	When requested by NSBKA Committee	Alison	
The Public	To connect people to beekeeping	Form on website for people "interested in beekeeping"	Website	Ongoing	Brian	
All members	Formal publication of meeting documents	Minutes of AGM, standing officers etc	Email	Annual	Stewart	
All members	Membership payment reminders	To remind those who don't pay via direct debit regarding annual fees	Email/phone/SMS	Ad hoc	Matt	
All members	To clarify membership rules	Welcome packs, field GDPR questions, summarise membership statistics	Email	Ad hoc	Matt	

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Forsbrook members	To advertise apiary work	To publicise apiary visits and work at Forsbrook	Meet up	Ad hoc	John	
Longsdon members	To advertise apiary work	To publicise apiary visits and work at Longsdon (also learning events at Longsdon)	Meet up	Ad hoc	Nick	

NB: There is no specific comms regarding swam collection, individuals are directed to the BBKA site: <https://www.bbka.org.uk/find-a-local-swarm-collector>