



Netball Dorset
Media & Communications Directors Report
Annual General Meeting – July 2024

There are no major updates or concerns. We continue to optimize and streamline website navigation and aim to coordinate content sharing with the Dorset Netball Development Officer (NDO).

Website Optimization:

Our website continues to be one of our focal points for digital engagement and content sharing. Ongoing optimization efforts include consolidation of reports, tabs and links. The improvements are designed to enhance user experience, streamline navigation, and ensure our stakeholders have easy access to essential information.

Facebook Page Update:

A significant milestone in our social media strategy is the collaborative effort with The NDO to update the name of our Facebook page to "Netball Dorset." This rebranding will align our Facebook presence with our official identity, enhancing our brand consistency across platforms. The updated name will improve our visibility and recognition within the netball community and among potential followers.

Administrative Issues:

We are currently addressing some administrative issues related to passwords and access management.

Conclusion:

In summary, our focus remains on strengthening our digital footprint and resolving administrative issues to support our communication goals. We continue to prioritize user experience, brand consistency, and operational efficiency.

Next Steps:

- Continue website optimization efforts.
- Finalize the administrative issues concerning passwords.
- Monitor and assess the impact of the Facebook page name change.

Warm regards,

Mehr Nigar
Media and Communications Director