

OFFICIAL



COMMUNICATION AND ENGAGEMENT

LT COL (RETD) PAUL LEIGHTON

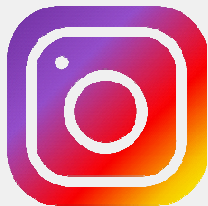


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Scope

- Elite Athlete Briefing Packs (Sent Digitally)
- Social Media Responsibilities
- Media Training
- POCs
- Lines to Take (LTT)
- Engagement
- Keep ASCB up to date with your sporting activity (Training and competing)



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Elite Athlete Briefing Packs



- Athlete Covenant – All to complete and return to tscarr@ascb.uk.com
- Personal Contact Details Proforma
 - All to complete and return ASAP Return to Luke Allen TASS
- Media Consent Form
 - All to complete and return ASAP to csimpson@ascb.uk.com
- Army Regional Media [Contact](#) List
- Army Sports Secretaries [Contacts](#) List
- Digital Army [Pamphlet](#)
- Army Social Media [Guidelines](#) Video
- Army Athlete Communication and Engagement Messages
 - Includes Lines to Take
- Sports Lottery [Form](#) to Join or increase tickets

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Social Media Responsibilities

- **Your role and what you should do:**
 - Utilise the ASCB and British Army Sport Hashtags
 - Provide regular updates
 - Appropriate messages
 - Promote the Army, the support, the opportunities and its Brand
- **Why:**
 - Keep the Army CoC updated
 - Help with the Army's recruiting campaign
 - Build awareness of the Army Offer and what is available
- **Who can you communicate with:**
 - All media outlets (BFBS, ForcesNet, Soldier magazine)
 - Let the ASCB office know that this taking place
 - If you are unsure then contact your CoC or Media POCs
- **Who will support you:**
 - ASCB – Media Team
 - Regional Media Officers
- **Refer to the guides in your Elite Athlete Briefing pack**
 - Using Social Media in the British Army
 - Digital Playbook
 - Army Athlete Communication and Engagement Messages



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Media Training

- In-House ASCB Training and Assistance
 - As required
- BFBS Media Training
 - As required



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Media Points of Contact (POC)

- Digital Media ASCB
 - Claire Simpson
 - csimpson@ascb.uk.com
 - Telephone & WhatsApp 07539 972007
- Regional Media Officers
 - See contact details in your Media Packs
- AESP Manager
 - Lt Col (Retd) Tom Scarr
 - tscarr@ascb.uk.com



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Lines to Take

- **The Army as a Career**
 - Always look to promote the Army as a positive career choice
 - Understand what the Army is about and use the Army Brand
 - The support you receive to do your sport from the ASCB, your CoC, Corps
- **In the Army we have the opportunity and time for Sport**
 - Sport is valued in the Army and plays a vital role in delivering our core outputs
 - Participation enhances operational effectiveness and builds a sense of belonging
 - Army uses Sport as way to maximise talent amongst its people
- **People are at the heart of everything we do**
 - It is our people that make the difference
- **We play a lot of sport in the Army**
 - Why - because we love sport
 - The Army supports different sports from football to alpine skiing
 - There are opportunities to train with the best coaches and in world class facilities
- **Do not speak about Army Policy**
 - Don't get drawn in on non-sport related questions
 - Signpost interviewer to Army Communications and Regional Media Officers



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Engagement



- The Army recognises the importance of sport as a recruitment tool.
- Army sport will be a promoted engagement activity for 2020/21 by HQ HC – more emphasis will be encouraged on sport from Army Engagement
- The Army wants to use existing sporting fixtures to enable a greater recruiting effort.
- What does this mean for you:
 - ASCB will assist with the Army's recruiting intent by liaising with sports secretaries and the AESP manager to identify existing sporting fixtures that can assist with the Army's intent to increase recruitment.
 - You may be required to assist the Army by attending community engagement events, schools youth clubs, events etc, to help promote the benefits of sport in the Army (see your lines to take card).
 - Any requirement for you to conduct a visit to a school etc. will be carefully managed by to ensure that it does not disrupt your training or participation in sporting events.
 - Video requests – Show your working life in the Army and the support and opportunities to compete at all levels in sport.



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In Summary - Social Media for the AESP

- Tag us in on your sporting activity on Social Media or send the information by WhatsApp
- Tag us in on your IG Stories, but think about the soundtrack and content!
- Send us photos and a summary of your activity by email or WhatsApp to be shared on media and the ASCB website for Army Elite Sport
- Let us know when you are competing, or being interviewed by external organisations/media
- Keep in touch!





#DIGITALARMY DO'S AND DON'TS

The British Army is keen to support your use of Social Media

DO'S

- ☒ Do share good content
- ☒ Do consider contributing to and tagging official British Army channels
- ☒ Do be savvy about 'fake news'
- ☒ Do ensure your posts and videos abide by the Army's Values & Standards
- ☒ Do promote yourself, your unit and the Army positively online
- ☒ Do act online as you would in person.

DON'TS

- ☒ Don't post details about your work that could be used by criminals, terrorists or potential enemies to harm you or your colleagues and the Army
- ☒ Don't get drawn into arguments online
- ☒ Don't 'troll' line management or peers, it's contrary to our Values & Standards and could be a criminal offence
- ☒ Don't assume your 'ordinary' day in the Army seems ordinary to outsiders – post about it.



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Current Covid-19

- Think about what you post, does the image and content fit in with Government and British Army guidelines?
- Does it show the Army in a good light and protect its reputation?
- If NOT, then it should not be shared!