

## Public Relation Strategies

Building and maintaining a positive image is important for the West Vancouver Field Hockey Club. Achieving this requires a good public relation characterized by effective dialogue with sports fans. The dialogue helps in gaining exposure to the sports fans through engaging them with the topic of public interests and products that do not require payments. The public relations strategies must be newsworthy and communicate the message that the clubs want to pass across. Public relation goes beyond simple press releases, as it should correlate with the activities that the sports clubs do (Lambert, 2019). The microscopic eyes of the media, fans, and public observe sports public relations. There are strategies that West Vancouver Field Hockey Club can implement to achieve effective public relations and maintain a positive public image.

Utilizing social media to maintain a good public image is effective almost everybody in the world has access to social media. Clubs can connect with a wider audience on social media handles since they have many followers. Reporter interest is achieved while maintaining a wider reach when different social media platforms such as Instagram, Facebook, and Twitter are used. If there is a sports crisis or an urgent message to be passed, utilization of social media comes in handy to spread a narrative to the general public. West Vancouver Field Hockey Club can update its supporters on the professional and life events that the hockey league is experiencing.

Additionally, Connecting with fans of clubs to build a strong fan base that is loyal, eager to engage and good brand ambassadors is a great public relation stunt (Lambert, 2019). Among the various ways West Vancouver Field Hockey Club can connect with their fans is through meet and greets, social events, volunteer works among others. A sports club is not

complete without the fans and having a good relationship with them will paint a good picture of the club. In addition to connecting with fans, how a club quickly and cautiously approaches crisis management can be a good public relations strategy. A club is a public entity and is prone to multiple points of exposure that are often evident through the media (Koerber, 2019). A club should therefore be able to dominate the current conversation and control the narrative about a team player or action in a positive manner. West Vancouver Field Hockey Club can be able to avoid any legal ramifications and maintain a good public image when they react spontaneously to any emerging narrative that may negatively or positively affect the club.

West Vancouver Field Hockey Club's public relations team needs different proactivity and reactivity. Knowing when to play offensive and take a proactive stance while maximizing on gaining public favour should be mastered. However, the club needs to know when to take a defensive stand by responding to any negative or positive comment from the media to defend a player or a club's reputation. Additionally, building and protecting the club's public image will help it avoid various tribulations with its public image. The image that the club portrays to the public is the image that sticks in the mind and forms a perception about the club (Koerber, 2019). West Vancouver Field Hockey Club should seek to create a good team and player's image and work to protect it from blemish that will affect them negatively. Becoming familiar with reporters from various publications can also go a long way in creating a good public image for a sport's club. West Vancouver Field Hockey Club should not however ignore the small publication for bigger publication as different stories are suited best for different platforms.

## References

Koerber, D. (2019). The Challenges and Opportunities in Sports Public Relations. In *Public Relations* (pp. 207-218). Routledge.

Lambert, C. M. (2019). *Losing pole position: Sports journalism and public relations*.



