



STRAKERS

# YOUTH COMMUNICATION STRATEGY 2021/2022



**LET'S KEEP FOOTBALL SAFE**

**#SHOOTSHOUTSHARE**



**ENGLAND  
FOOTBALL**

[wiltshirefa.com](http://wiltshirefa.com)



# OUR AIMS...

Our Youth Communication Strategy aims to enhance our Safeguarding communications to those involved in Wiltshire Football.

We aim to:

- Make our Safeguarding messages engaging and relevant to all
- Increase awareness of Safeguarding for U18's
- Enhance accessibility and perception of Wiltshire FA to U18's
- Educate and empower individuals to speak up and stay safe



#SHOOTSHOUTSHARE

# WE WILL...



In partnership with our sponsor, Strakers Estate Agents, we will enhance our safeguarding **brand and campaign**, improve **awareness and engagement** and develop **communications and reporting**.

## • ENHANCE OUR SAFEGUARDING BRAND AND CAMPAIGN

### Wiltshire FA Safeguarding

We will develop our Welfare Zone and make all safeguarding materials are branded and accessible for all. We will promote England Football safeguarding campaigns.

### The Safe Guards

We will promote the Safe Guards. Led by our official safeguarding mascot Ron, the Safe Guards will form a troop of Designated Safeguarding Officers and Welfare Officers, to keep football safe.

Ron will develop messages to make sure everyone knows who is in the troop with the details of who they can contact if they have any concerns.

Ron will engage young people in Wiltshire, asking them to get involved in helping to generate messages, consistently making sure they are aware of who they can talk to as well as encouraging young people to look after their well-being.

### WFA Warriors

We will launch Wiltshire FA Warriors as an engagement campaign for U18 's. The campaign, led by Ron, will ask young people to share thoughts, skills, successes and concerns with us, trying to ensure they feel confident and know how to speak up and stay safe.

Using YouTube, social media, events and surveys the campaign will engage our U18 Warriors asking them to share the positive impact of football and also provide a platform for important messages, feedback and reporting.





- **WITH OUR YOUTH COUNCIL, WE AIM TO IMPROVE AWARENESS AND ENGAGEMENT**

### **Website**

We will ensure our Welfare Zone is kept up to date with accessible, relevant, useful information.

### **Social Media**

We will utilise social media, with a focus to improve Wiltshire FA's presence across all relevant channels, for example raising our profile for young people on You Tube and Instagram.

### **The Safe Guard Troop**

Using the Safe Guards campaign, we will encourage Clubs and Leagues to join the troop and collaborate on safeguarding messages. Along with Designated Safeguarding Officers details, we aim to promote all Welfare Officer details so young people know who they can go to within their clubs.

We will use Ron to launch activities for people to get involved and engage in safeguarding.

### **WFA Warriors**

Using Wiltshire FA Warriors campaign, we will encourage young people to engage with us, asking them to share thoughts, skills and successes with the long term goal to raise the profile of Wiltshire FA amongst our U18 audience, making sure they are aware of how they can report any concerns to us.

### **Award and Recognition**

We will recognise clubs who are providing exceptional safeguarding to reward hard work and share good practice.



## • **DIRECT COMMUNICATIONS**

### **Safeguarding Visits**

We will promote #ShootShoutShare at our Safeguarding visits by introducing Ron and leaving useful materials for example Contact Us cards.

### **Events**

We will use Ron at events to talk about well-being, safeguarding and reporting.

### **Messaging**

We will promote Instagram messaging as a tool to talk to us.

## • **REPORTING**

### **wiltshirefa.com**

We will ensure contact details are up to date and easily found on wiltshirefa.com

### **WFA Warriors**

We will use Wiltshire FA Warriors to open up 2 way channels of communication, giving young people opportunities to engage with us.

