



2023

Annual Report – Social Media and Communications

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The Shediac Pickleball Club used several tools to help communicate to its membership in 2023. While Facebook and email were its main communication avenues, a website has recently been created and will be integrated into our communications tools and planning for 2024.

Activities this year include:

- Profiled in the Town's Activities Bulletin
- Profiled on Pickleball Canada Facebook page for National Pickleball Day activities.
- Creation of a Shediac Pickleball Club Website
- Implementation of Playtime Scheduler, a scheduling tool
- Implementation of Pickle Planner, a booking tool that was used but later paused until next spring due to lack of bookings later in the year.

The club hopes to continue to improve its communications and develop required tools to support its club membership in 2024.

One way of trying to improve is that in the beginning of 2024, we will send out a survey to our members asking them what they would suggest to improve our schedule of play. Following this, I will chair a subcommittee to work on proposals. Members of this sub committee would include players of all levels.