



ORIENTEERING
← NOVA SCOTIA →

Annual Communication Plan

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Adopted by OANS Board Jan 5th, 2022

Section One: Strategic Overview

Online Communication Objectives

1. Consistent and clear communication with new and current members via website and social media platforms
2. Educate and inform members and non-members about upcoming events and activities in Nova Scotia and the orienteering community
3. Share results from our events and of OANS member destination events.
4. Build an awareness of the sport of Orienteering in Nova Scotia to increase participation
5. Connecting OANS members and volunteers to nature
6. Sharing information about OANS strategic initiatives

Target Audiences

Members

Our primary target audience for our communications is our membership, both existing and future. OANS communications focus on promoting the sport and activity of orienteering to Nova Scotians through a variety of platforms.

Local Communities

OANS has been working to connect with more communities around NS through webinars with Municipal Active Living Coordinators and connecting outside of our usual membership to enhance access around the province.

Schools

OANS has been working to connect with more phys ed. teachers in schools around the province to encourage more participation in orienteering among school-aged children.

Positioning Statement

The Orienteering Association of Nova Scotia is the non-profit Provincial Organization dedicated to developing orienteering in the province of Nova Scotia. Whether you are a beginner or advanced orienteer we have courses and events set up around the province to test your ability and/or have some family fun in the outdoors.

Desired Actions

1. To improve the promotion and visibility of the sport of orienteering in Nova Scotia to encourage more participation (external);

2. To engage more regularly and effectively with club members regarding training, events, volunteering opportunities and special projects (internal).
3. We are looking for an increase in membership and attendance in at least one event and an increased retention of members (i.e. returning for a second event or more).

Section Two: Communication Platforms

Communication Channels, Target Audiences & Message Frequency

- **Website**
 - Access to club policies and strat plan
 - Information for newcomers
 - Details and registration for all upcoming events
 - Links to forms, waivers, and news
 - Updated as needed
- **Email Newsletter**
 - Sent through Mail Chimp
 - Five newsletters to OANS members per year
 - AGM notice
 - Provincial Champions notice
 - Other newsletter with important updates when necessary
- **Facebook**
 - New posts biweekly or more
 - Upcoming events, link to website
 - Results and photos following events
 - Promotion of key club objectives
 - Sharing of OANS related information and other general orienteering information
- **Instagram**
 - Regular posts featuring recent events and aspirational images
 - Key messaging being active in nature
 - Promo orienteering as a sport (and rec) activity
 - Sharing of OANS related information and other general orienteering information
- **Community Sport/Recreation Guides**
 - Promote upcoming events
 - As requested

Section Three: Messaging

Messaging Topics

Topic 1 – Orienteering is an activity for everyone!

Orienteering is a fun and active sport that people of all ages, genders, skill levels, and abilities can enjoy. Orienteering is low cost with minimal equipment requirements. Low event fees, comfortable outdoor clothing and footwear, SI for rent, compass loan

Topic 2 – Orienteering events in Nova Scotia and Canada

Promote local events, provincial champs and Canadian/North American Champs. Promote Orienteering initiatives in NS.

Topic 3 – Benefits of being active in nature

Source Canadian info where possible (Participaction, etc.)

Topic 4 – Orienteering tips and facts

Highlight skills and tips to help improve your orienteering. Increase knowledge of orienteering as a sport and rec activity.

Key Dates

- Bluenose Classic
- World Orienteering Day
- Dick James Event
- Hall-O-ween Event
- COCs/NAOCs
- Local Events & clinics
- OANS Annual General Meeting

