



# 2018 COMMUNICATIONS PLANNER

ANNOUNCEMENT

MEDIA

	JAN	FEB	MAR	APR	MAY	JUNE	JULY/ AUG	SEPT	OCT	NOV	DEC
<b>AGM</b>	Ladies AGM Juvenile AGM									AGM	
<b>ADULT SEASON</b>	Membership	Senior Cup Championship				AFL / AHL		Senior Cup Champ Qtr/Semi/Final			
<b>JUVENILE</b>			Easter Camps	Min iAll Irelands	GC Reg	Summer Camps	3 <sup>rd</sup> Class Blitz		Camps		Xmas Parties
<b>CFAS</b>			Fund Update & Oskars	FEILE	600k Update		Break Ground Announce		Building Update		Pitch FINISH
<b>EVENTS</b>		Oskars Announce	Oskars Event						GALA Announce	GALA	
<b>TEAM SPONS</b>	Aghadoe MR Tiles			Jones Engineering		TC Matthews					



# PRO REPORT

## COMMS 2018 HIGHLIGHTS:

- Match Coverage: More photography this year of Adult Football & Hurling, high level of online engagement
- Mens, Juvenile, & Ladies competitive fixtures now listed collaboratively online & on social
- Sponsors getting more mentions & collaboration on offers for members
- Media Coverage ongoing – Club, Hurlers, Dublin ladies homecoming media coverage was widespread

### WEBSITE

- Current website updated twice weekly
- Sponsors banners, Data protection, Garda vetting, Healthy Clubs all represented with sections
- New Website live with sections to view by age/section. Handover to year groups to follow

### SOCIAL MEDIA

**3,500 combined following**  
**Regular 1.5k post/story views**

- Facebook followers growing with membership
- Instagram launched 800 followers – Teens & young players very engaged
- Twitter – High interest in match results & Club initiatives

### NON PLAYING INITIATIVES

- **HEALTHY CLUBS** – Walks & Talks getting good engagement.
- Live video worked well – 1000 views
- **BROOMFIELD** – photo updates shared well-received
- CLUB BAR – new music nights supported
- **OSKARS & GALA events** – build up & coverage

**NEW:** *NEW Newsletter planned for Christmas – Broomfield Update, Sponsors news, Gala Ball, Christmas shop,*

**NEXT:** *Teams to own their own communications on web. PRO to promote out*



# HIGHLIGHTS - MATCHES



OfficialSylsGAA  
@OfficialSylsGAA

Our first team hurlers return to the ranks of Dublin senior hurling in the #AHL2 after winning the #AHL3 title with a game in hand! Fantastic work all season lads & coaches! 💙💚🏆👏 #champs



12/08/2018,



OfficialSylsGAA @OfficialSylsGAA · Apr 21  
It's #féile day for our U14 hurlers hosted by @SkerriesHaps! Looking sharp in the Bridgefield sunshine as they head off. Good Luck Ladst! 💙💚👏



officialsylsgaa  
Malahide

officialsylsgaa Tremendous performance from our Seniors at Broomfield tonight as the lads out-played @Ballymungaa to win by a point brilliantly scored by Ed Walsh in the dying seconds. A valuable 2 points on the #AFL1 board - Well done men! 🙌

fanman89 Well done lads  
mcdom88 Hon the lads!  
mwalsh125 Pass it @jameswalsh21  
businessbernie Hon Syls



officialsylsgaa  
Malahide

officialsylsgaa Great performance by our Junior ladies v @nbarrog tonight to win a close fought contest. Final score Syls 2-6 to 2-4. Our ladies now progress to the Semi-Finals of the #JFC next week. Fantastic achievement for this new team! 💙💚🏆👏

kilian.kirrane Brilliant. I only caught the first half. Well done to all involved  
alward\_watches Incredible work. I believe some of the G4M members have joined the squad. Well done Miriam and Co.!

99 likes

AUGUST 8



OfficialSylsGAA @OfficialSylsGAA · Apr 15  
Well done to our U15 footballers beating Cuala in first round of A championship this morn @ Bridgefield! 💙💚🏆👏  
Result: Syls 5:11 - Cuala 2:06.





# HIGHLIGHTS – NEW FIXTURE LISTS



## FIXTURES – W/E 30<sup>TH</sup> SEPT '18



### Sat 29<sup>th</sup> Sept

CCC2	U13 Football League Div 7	<u>Bridgefield</u>	13:30	St Sylvester's B	v	St Pats Donabate
CCC2	U14 Football League Div 7	<u>Bridgefield</u>	13:30	St Sylvesters B	v	Robert Emmets
CCC2	U13 Football League Div 1	<u>Bridgefield</u>	15:00	St Sylvesters A	v	St Judes
CCC2	U16 Hurling B Shield Q/F	Rathcoole	15:00	Commercials	V	St Sylvester's
Ladies	U13 Div 2 Cup Group B	Garristown	16:00	Garristown	V	St Sylvesters
Ladies	U13 Div 7 Cup Grp A	Broomfield 4	16:00	St Sylvesters	V	St Maurs
Adult	Inter Football Championship Grp 2	Broomfield	17:00	St Sylvester's	V	St Vincent's

### Sun 30<sup>th</sup> Sept

Minor	Minor B Hurling Champ Grp 4	<u>St Annes Park</u>	11:00	<u>Raheny</u>	V	St Sylvester's
Minor	Minor D Hurling Champ Grp 2	Bye	11:00	St Sylvesters	V	Bye
CCC2	U15 Football League Div 1	<u>Marlay Park</u>	11:30	Ballinteer St Johns	V	St Sylvesters A
CCC2	U15 Football League Div 6	<u>Bridgefield</u>	11:30	St Sylvesters B	V	Clanna Gael-Fontenoy
Ladies	U14 Div 7 Championship Grp B	<u>Broomfield 3</u>	13:00	St Sylvester's B	V	Na Fianna C
Adult	Senior 1 Football Champ Grp 3	<u>Parnell Park</u>	14:15	<u>Kilmacud Crokes</u>	v	St Sylvester's
Adult	Junior 3 Football Club Champ Grp 1	<u>Broomfield</u>	15:00	St Sylvesters	V	Cuala
LADIES	U16 Div 1 Championship Grp A	<u>Broomfield 3</u>	16:30	St Sylvesters	V	Na Finanna A





# HIGHLIGHTS - SPONSORS



**St. Sylvester's GAA Club**  
 Published by Elaine Rooney [?] · May 22 ·

🌟 Special Offer for Syls Members 🌟 Kerrigans Meats, proud supporters of St. Sylvester's GAA are offering 10% discount in store until the end of May! Bring your membership card in to avail of the offer





# HIGHLIGHTS – MEDIA



## Senior hurling set for return to Malahide

Senior hurling is set to return to Malahide this year after a long absence. The club has announced that a senior team will be competing in the AIG league.



**EVENING HERALD / AIG TEAM OF THE MONTH!**



**OfficialSylsGAA** @OfficialSylsGAA · Apr 13  
Our 'little' training session is making the news! [sportsjoe.ie/gaa/jim-gavin-...](https://sportsjoe.ie/gaa/jim-gavin-...)  
@GAAPics @enjoymalahide



Jim Gavin takes on the toughest challenge of every underage coach i...  
Jim Gavin showed up at St Sylvester's GAA club to coach the under 9s on Wednesday evening.

GAA UNDER-21 'C' HURLING CHAMPIONSHIP FINAL

## Syls storm back for a dramatic victory

STYLYS STORMED BACK TO THE HURLING CHAMPIONSHIP FINAL ON TUESDAY EVENING AND WON A DRAMATIC VICTORY OVER THE VISITING TEAM.





# HIGHLIGHTS – DUBLIN LADIES WIN



Tuesday 13 November 2018

 Sport Ladies Football

## Dublin players given heroes welcome at Malahide homecoming after All-Ireland final win





# HIGHLIGHTS - EVENTS



**OfficialSysGAA** @OfficialSysGAA · Jan 22  
 Thank you Nicky Cleere! Following the tremendous success of his 'Malahide is Cleerly Beautiful' 2018 Calendar, Nicky has kindly donated €2000 from the calendar proceeds to the St. Sylvester's Club For All Season 2020 development fund!  
 Read more: [stysylvesters.ie/t2/nicky-cleer...](http://stysylvesters.ie/t2/nicky-cleer...)

Bank of Ireland  
**ST SYLVESTER'S GAA CLUB**  
 ALL WEATHER PITCH FUND  
 THE SUM OF TWO THOUSAND EURO  
 20 JAN '18  
 2,000.00  
 NICKY CLEERE

Nicky Cleere Trust, GAApics.com, MyClubFinances and Patrick

1 11 62

**St. Sylvester's GAA Club**  
 Published by Elaine Rooney | 91 · May 12 ·

Well done to everyone who took part in Pieta House, Preventing Suicide and Self Harm Darkness into Light 2018 at Malahide Castle this morning. As part of our St. Sylvester's Healthy Clubs initiative, we were delighted to welcome many of you to the club afterwards 🇮🇪

+3

**St. Sylvester's GAA Club**  
 Published by Elaine Rooney | 11  
 Like This Page · October 4 via Instagram ·

Thanks to @speedingcars Nicole Owens @James\_patrice and Carmel Logan for their inspiring and very entertaining talks tonight at our Healthy Clubs night tonight!

Tag Photo · Add Location · Edit

1,243	273	Boost Post
People Reached	Engagements	

35 7 Comments 2 Shares

Like Comment Share

Oldest +

View 1 more comment

- Caroline Mahon It was a brilliant night well done to all  
Like Reply Message 5w
- Joanne Taaffe Hartnett Great speakers, very enjoyable evening. Well done all  
Like Reply Message 5w
- Justine O'Flanagan Super evening, really enjoyed all the speakers  
Like Reply Message 5w
- Joanne Cahill Well done to your Healthy Club team there.  
Like Reply Message 5w

Write a comment...



**Forrest Gump Cast**

Tag Photo · Add Location · Edit

0	0	Boost Post
People Reached	Engagements	

Ann Wadgmer, Kim Nangle and 7 others 1 Share

Like Comment Share

Write a comment...





# HIGHLIGHTS – BROOMFIELD UPDATES



St. Sylvester's GAA Club

Published by Elaine Rooney [?] · August 4 ·

What a year of fundraising it has been! We did it!! We've broken ground and the build is in full play for our new St Sylvester's All-Weather Pitch! Thanks to everyone - members, sponsors & friends who made this happen! More updates soon..! #clubforallseasons



OfficialSylsGAA

@OfficialSylsGAA

Things are really taking shape at Broomfield! The arrival of the playing surface is a major stage in this fantastic development by our contractors Peter O'Brien & Sons with @SISPitches #clubforallseasons #Sylsallweather



10:13 AM - 18 Oct 2018 from Fingal, Ireland

3 Retweets 31 Likes



3



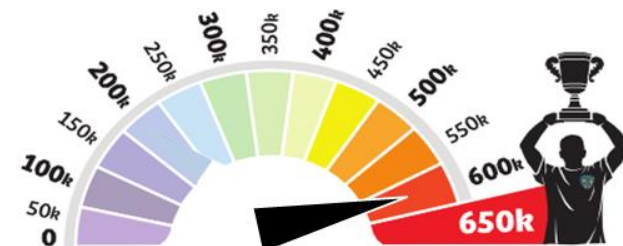
31



St Sylvester's GAA Club

A CLUB FOR ALL SEASONS 2020

Broomfield Development Plan



PLEDGE TODAY [www.stsylvesters.ie](http://www.stsylvesters.ie)



# NEW WEBSITE LAUNCHING DEC 18



Sponsors GAA development plan Player Welfare Directions Contact Us Pay

ST SYLVESTERS GAA CLUB

FOOTBALL ▾ HURLING ▾ JUVENILE ▾ LADIES ▾ FIXTURES/RESULTS ▾ SOCIAL ▾ CLUB NEWS CHILD WELFARE HEALTHY CLUBS

## WELCOME TO ST SYLVESTERS GAA CLUB

### LATEST NEWS

#### A CLUB FOR ALL SEASONS 2020 DEVELOPMENT PLAN

At St. Sylvester's, we have the ambition to build a first-class sports campus in Broomfield that matches the expectations & ambitions of our players and which reaches our needs as a fast-growing Club. Our vision is to develop a new facility designed to bring the majority of our games and playing activities into one centralised area at Broomfield Pitches where there is much potential.

[Read More](#)

### UPCOMING EVENTS

**Social Night**

Cheltenham Preview Night

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**Fixtures**

Div 1 Football V St Judes

Div 2 Hurling V Naomh

## DIV 1 LEAGUE: SENIOR LADIES V THOMAS DAVIS FRI 11TH MAY

\*\*Change of time\*\* Our senior ladies take on Thomas Davis at home this evening in the Div 1 league. All support very welcome ❤️ Details... 📍 Syls V ThomasDavis 📅 Fri [...]

[READ MORE](#)

## ST SYLVESTER'S MINI LEAGUES TAKE PLACE THIS SUNDAY 20TH MAY



We are looking forward to the culmination of our Mini All-Irelands this weekend following three weeks of matches in U7, U8, U9, U10 and U11 age groups for both boys [...]

[READ MORE](#)

## MATCH FIXTURES – ADULT, MINOR & CCC2



Match Fixtures for the week ahead. Good luck to all teams.

[READ MORE](#)

membership must be paid by 1<sup>st</sup> March

### CLUB STORE

[Buy Now](#)

### GAA Healthy Club Project

#gaa.incommunity @GAAMeath Irish Life h1

### GARDA VETTING

Please see below details of the new Garda Vetting Application form, this must be used from July 11

- 📄 Garda Vetting Form
- 📄 Garda Vetting Act Q&A
- 📄 Guidance for completing
- 📄 Parent Guardian Vetting
- 📄 Consent

### UPCOMING FUNCTION?

Christening, Birthdays & Anniversary, All Catered for  
P: 8453879 | E: bar@svls.ie



# NEW WEBSITE TEAM PAGE



- Team photos
- Contact Info
- Training nights
- Match Reports
- Sponsors highlight



**Team Sponsors**



**Sponsors Info**

There's no place better to experience food in Malahide, and no better representation of what we at Donnybrook Fair are all about. **Tel:** 080 4696 **Web:** [www.donnybrookfair.ie/malahide](http://www.donnybrookfair.ie/malahide)

**Team Contact**

John O'Neill 080 029 3624

**Team News & Match Reports**

**NEW SPONSORS FOR SYLS 2009 BOYS TEAM**

St Sylvester's GAA is delighted to welcome Donnybrook Fair Malahide as new sponsors of the 2009 boys team. The Club was a busy spot on Sunday afternoon as the 2009 Boys Team were presented with their personalised tops, and the team looks forward to sporting them around the GAA pitches of Donnybrook Fair who came along to the presentation, armed with some chocolates and mince...

**ANNUAL INTER CLUB GOLF COMPETITION**

The Annual Inter Club Golf Competition between St Sylvester's Golf Society, Malahide Cricket Club, Malahide Golf Club and Malahide United was held at Malahide Golf Club on Fri July 28th. The competition between Syls and the Cricket Club and has expanded over the years to its present form and we envisage that more clubs will join over the coming years.

