# COMMUNICATION RULEBOOK

Marketing Strategy · Chapter 6 · Communication

For each type of media, six rules. Read your "never" lines last: they prevent the crises. If they are empty, think of the last communication mistake and write the rule that would have prevented it.

## RULES BY TYPE OF MEDIA

| TYPE OF MEDIA | WHAT · TONE · HOW OFTEN · WHO SPEAKS / APPROVES | NEVER · NEGATIVE REACTIONS |
|---|---|---|
| **Social media** | | |
| **Mass media** | | |
| **New media** | | |
| **Community media** | | |
| **Own media** | | |

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

## READ IT AFTER YOU HAVE TRIED YOURSELF

**Rules by type of media**

Social media — Match, people, behind the scenes, history, academy, offers · warm, proud, a bit ironic · Instagram daily, Facebook 4×/week, TikTok 3×/week · media officer; general manager for statements — Never mock rival supporters, never post injuries before the coach confirms · answer questions within two hours, ignore insults, delete only hate and threats

Community media — Exclusive information first · as with friends · weekly · supporter liaison officer, marketing manager approves — Never pressure admins or buy a fan page · problems discussed in private

Own media — Offers, newsletter, information for ticket holders and parents · useful and personal · newsletter every two weeks — Never without consent; max one commercial email a week · easy unsubscribe, personal answer to every complaint