

# Communications-Responsiveness



# Objective:

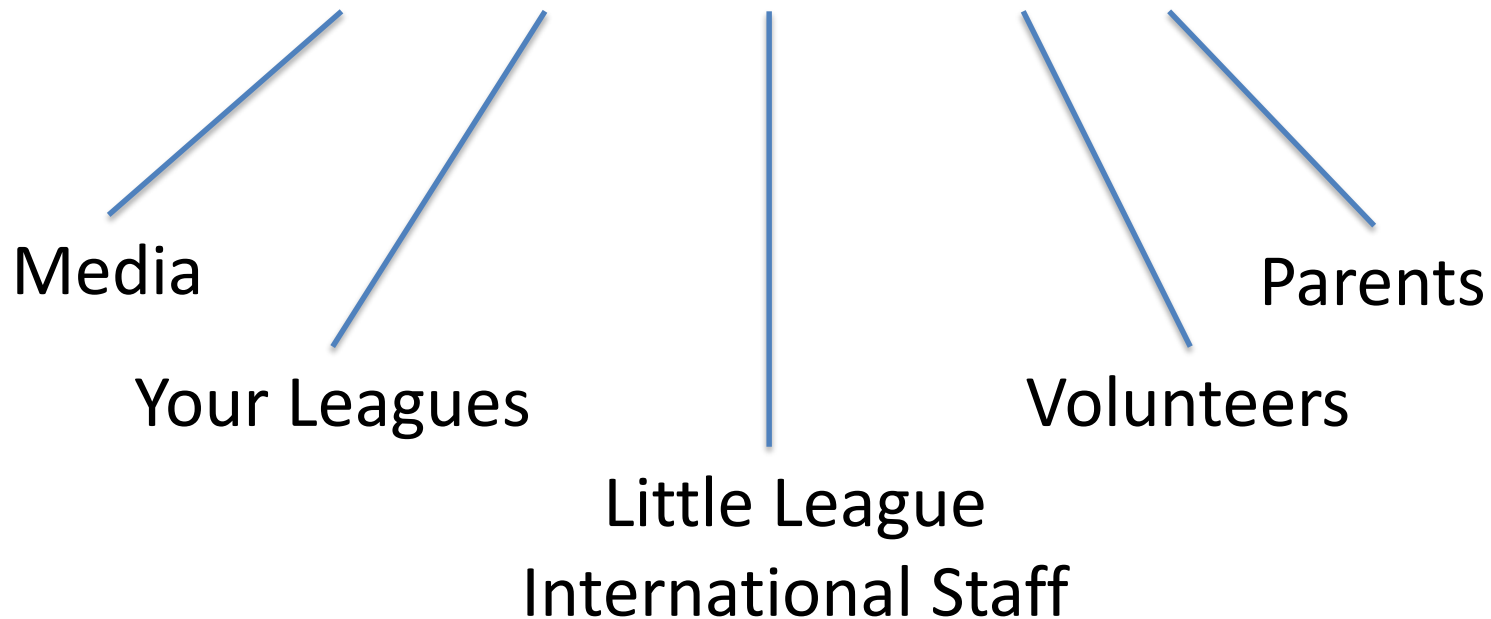
- To provide an overview of the responsibilities of the District Administrator regarding communications with constituent leagues while discussing tools such as email, social media, and websites that will aid in being responsive to local and regional inquiries.

# D.A. Responsibilities

- A District Administrator should be...
  - A resource for leagues to discuss participation challenges (e.g. what's happening with parents and kids)
  - A promoter of the Little League's points of difference
  - A communicator of information (including this background on parents)
  - A facilitator of information sharing, including best practices to your leagues
  - A protector of the Little League brand

# Who should D.A.s Communicate with?

## DISTRICT ADMINISTRATORS



# How do you communicate with your leagues?

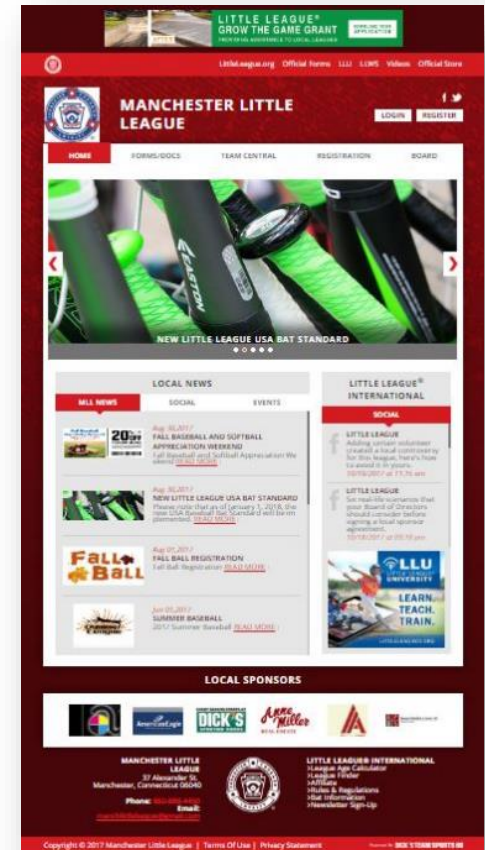
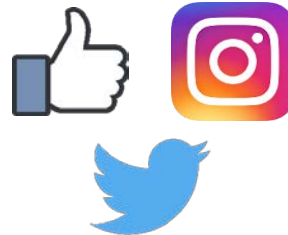
- Have you evaluated if the method you are using works best for all?
- How do you ensure the recipient has read/received?
- Have you considered using multiple tools to communicate?
- Are you communicating with the correct individuals in the league?
- How do you find out about new league officers?

## What type of communication prompts your responsiveness?

- Do the leagues know when and how to reach you?
- What is the “turn-around time” that you have self-imposed to reply?
- Have you notified your region on what works best?
- How responsive are you to the region when contacted?
- Do you have A.D.A.s to assist you?

# Using Websites and Social Media

- Websites and social media serve as the primary source of information for parents, volunteers, and local media
  - Over 75% of parents register their child online for Little League
  - Parents are more likely to view a league website on their phone than on a computer
  - Leagues share photos, game schedules, updates, supporter information, etc. on social media.



# Using Websites and Social Media

- At a minimum, a local league should keep their website updated timely and important information including:
  - Little League affiliation information (use the name Little League)
  - General information about Little League (mission, values, history)
  - Program information and offerings
  - Board meetings / elections / administrative requirements and information
  - Boundary map
  - Registration information
  - Schedules for all league activities
  - Fees, requirements, forms and volunteer information
  - Supporters
  - Link to important updates from Little League International



# Using Websites and Social Media

- Social media use, such as Facebook, Instagram, and Twitter, is one of the best ways to connect with parents, volunteers, and families
  - Facebook is the most popular platform among parents (Gen X and Millennial / Gen Y)
  - The more quality posts you share (e.g. Facebook), the more your social posts show up in a user's feed
  - Online Facebook campaigns can be used to promote registration for as little as \$10



# Using Websites and Social Media

- Be aware that targeting children under 13 via social media or websites is subject to specific laws and additional requirements
- A league should secure a model release from parents during registration in order to share photos and video online
  - [www.LittleLeague.org/ModelRelease](http://www.LittleLeague.org/ModelRelease)
- The local league should communicate its plans to use social media to keep parents updated throughout the season
  - Encourage parents and fans to share their photos and videos throughout the season
- Little League International frequently shares local league posts

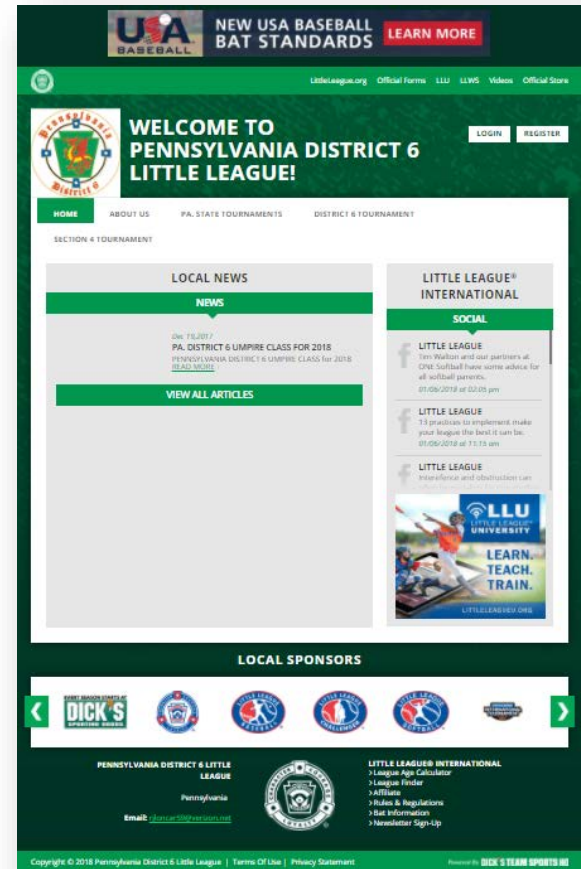


# Using Emails

- Local leagues still communicate with their membership through email
  - Ensure that your league has an educated volunteer who can craft good emails to constituents
  - Emails to parents and volunteers should have a professional appearance and tone
  - Ensure information that is emailed is also on the website
  - Online registration services (DSG TSHQ) aggregates email lists for the league. Use email tools to easily send emails to contact lists using templates.
- Little League newsletters are written specifically to each audience (parents, coaches, league officials, DAs) and can be forwarded and shared easily.

# District Use of Technology

- District Website
  - Information about leagues
  - Information from Little League International
  - Information about tournaments
- Have a volunteer on your District staff dedicated to updating your website and/or social media accounts
- Read and share Little League emails



# D.A. Responsibility

- District Social Media
  - Promote league and district activities
  - Share Little League content (videos, posts, news stories)
  - Distribute district-driven updates and other important information
  - Share social media posts to spotlight your leagues to help them market themselves
  - Monitor league social media accounts for any inappropriate posts
- Use websites, social media and email to keep abreast of the activities happening at your local leagues. Use a combination of these tools to ensure parents and volunteers are seeing the information.
- Share best practices of technology being used effectively



# Conflict Resolution

- How do you advise leagues in handling conflicts?
- Do you address conflict head-on or avoid it?
- Recommend the following:
  1. Stay calm - understand the stress and anger
  2. Empathize - validate the person
  3. Have a game plan - be proactive, not reactive

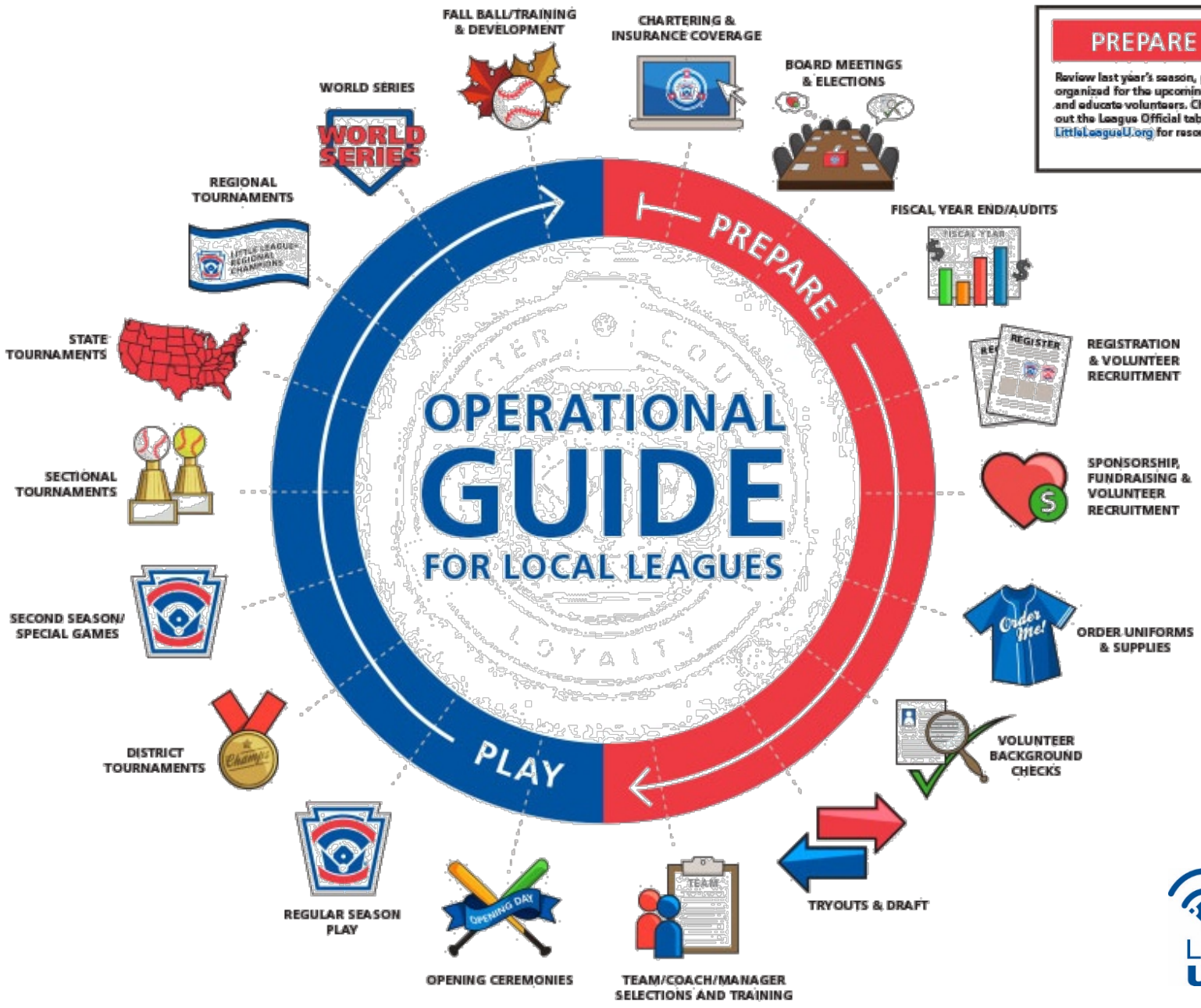
# Dialogue

- Do your leagues feel that you are approachable?
- Do you LISTEN to them and reply or send them to a resource or rulebook?
- Do you allow for discussion or do you lecture?
- Do you discuss D.A. Election procedures?
- Is there financial transparency for the district?
- Are they made aware of Congress procedures and agendas?

# D.A. Responsibilities

- Discuss topics on the annual calendar and how to best market and/or communicate to the league membership and community stakeholders.
- Leagues should be encouraged to communicate frequently to parents / families on topics like:
  - Registration and the league's program offerings
  - League constitution, bylaws, elections and meetings, league policies
  - Volunteerism needs and requirements
  - Municipal information
  - Operating budgets, fundraising needs, encourage fiscal transparency
  - League draft procedures draft, All-Star selection
  - Daily events and activities at the ballpark
- Timeliness is key to communications efforts.





**PREPARE**

Review last year's season, get organized for the upcoming year, and educate volunteers. Check out the League Official tab on [LittleLeagueU.org](http://LittleLeagueU.org) for resources!

**PLAY**

Make sure your players, volunteers, and parents get the most out of their on-field experience. Resources for parents, coaches, and umpires are available on [LittleLeagueU.org](http://LittleLeagueU.org)

# D.A. Responsibilities

- Ask leagues to explain their marketing and communications efforts for annual calendar items at each meeting.
- Discuss best practices and common issues amongst your leagues
  - Share information among your League Presidents to create a positive experience. Avoid creating competition among leagues.
  - Try to identify and work together to overcome potential issues within your district that is impacting all leagues.

# Shared Best Practices - Communication

- Utilize a variety of technology platforms
- Be visible and approachable
- Follow rules and procedures and expect your staff to do the same
- Be consistent with answers
- Don't look the other way or take the easy way out
- Know what your leagues are doing and when