



# OAKLEIGH CANNONS FC & CHISHOLM UNITED FC

Ground Address: Jack Edwards Reserve, Edward Street, Oakleigh.

Juniors Web Site: [www.ocjfc.com](http://www.ocjfc.com)

## OCFC WOMEN AND GIRLS IN FOOTBALL ACTION PLAN

### OBJECTIVE 3

#### 50/50 SOCIAL MEDIA PRESENCE

#### SOCIAL MEDIA TOOLS:



### ACTIONS:

- Ensure that 50% of all social media and internal communications relates to Female football.

### TIME SCALES:

- Immediate.

### RESOURCES REQUIRED:

- Access to social media accounts
- Content from club to promote the women and girls game on and off the field.

### TARGET:

- 40% improvement in engagement online for Female football related activities

### REVIEW:

- Feb 2024

