

Berkshire Netball

www.berkshirennetball.co.uk

Publicity Officer Report 2026

The Berkshire Netball website and social media platforms continue to play an important role in promoting and supporting netball across the county. Throughout the year they have been used to share news, league and competition updates, Performance Development Pathway (PDP) announcements, coaching and officiating opportunities, events, courses, and to celebrate the achievements of our clubs, players, coaches, umpires and volunteers.

Our social media presence has continued to grow over the past year, reflecting increased engagement with the Berkshire Netball community and the wider promotion of netball across the county.

- **Facebook** has grown by **33%**, reaching **827 followers**.
www.facebook.com/BerkshireNetball
- **Instagram** has increased by **30%** to **1,504 followers**, remaining our largest and most engaged platform. www.instagram.com/berkshirennetball/
- **Threads** has continued to grow steadily, increasing by **15%** to **165 followers**.
<https://www.threads.net/@berkshirennetball>

This sustained growth demonstrates the value of maintaining an active and consistent online presence, enabling Berkshire Netball to communicate effectively with members, promote opportunities and events, recognise achievements, and showcase the breadth of netball taking place across Berkshire.

The **Berkshire Netball Umpires** Facebook group continues to be an invaluable resource, growing by **15%** this year to **717 members**. The group provides a central platform for clubs to source umpires for fixtures across all Berkshire leagues, while also enabling umpires to find match opportunities. It is regularly used to promote officiating courses, share resources and updates, and provide a forum for questions and discussion, helping to support and develop the county's officiating community.

www.facebook.com/groups/berkshirennetballumpires/

This year also saw the continued development of the **Berkshire Netball Coaching** Facebook group, which now has **71 members**. The group provides a space for coaches to share opportunities, advertise coaching vacancies, promote courses and workshops, and exchange ideas and best practice. As the community grows, it will continue to strengthen collaboration and coach development across Berkshire.

<http://www.facebook.com/groups/1450792355906142/>

Please continue to follow and engage with our social media channels. Every like, follow, comment and share helps us reach a wider audience and ensures that important information is seen by as many people as possible.

I would like to thank the committee, clubs and all the volunteers who have contributed news, photographs and stories throughout the year. Your support is invaluable in helping us showcase the passion, dedication and achievements of the Berkshire Netball community.

If your school, club or league has any news, upcoming events, achievements or photographs that you would like us to feature on the Berkshire Netball website or social media channels, please send them to berkshirenetballpublicity@gmail.com

Debbie Horn
Publicity Officer