



# ALL EUROPE TAEKWON-DO FEDERATION

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## AETF Media & Communications Committee - Terms of Reference

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### 1. Introduction

The AETF Media & Communications Committee is responsible for managing the federation's public relations, digital presence, and overall communications strategy. Its mission is to enhance the visibility of the AETF, engage with members, and promote Taekwon-Do ITF through modern communication techniques.

A strong digital presence and effective branding are essential for the AETF's long-term success. This committee will ensure that AETF grows its reach and communicates its activities effectively to members and the wider public.

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### 2. Roles and Responsibilities

The Media & Communications Committee will:

- Assist in updating and modernising the AETF website to ensure a user-friendly, engaging experience.
  - Enhance the federation's social media strategy to boost online engagement and reach a broader audience.
  - Develop and launch a quarterly AETF newsletter to maintain communication with members and stakeholders.
  - Create a comprehensive communication strategy that ensures consistent and effective messaging across all platforms.
  - Coordinate with the AETF Marketing Committee to develop high-quality promotional materials and campaigns.
  - Use data analytics and digital engagement techniques to optimise audience interaction.
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## 3. Implementation Plan

- Work closely with the IT Committee to modernise the AETF website and improve database management.
  - Develop a content calendar for social media platforms and newsletters.
  - Establish media partnerships to promote AETF events globally.
  - Track the effectiveness of communication efforts using performance analytics and engagement metrics.
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## 4. Collaboration & Reporting

- **Reports to:** AETF Board of Directors
  - **Works closely with:** IT Committee, Tournament Committee, Marketing Committee.
  - **External Partners:** Media Outlets, Sports Journalists, Digital Marketing Experts
  - **Reporting Frequency:** Quarterly reports on communication and engagement results.
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## 5. Conclusion

The Media & Communications Committee plays a crucial role in strengthening AETF's digital presence and brand image. Through consistent communication strategies and collaboration with the AETF Marketing Committee, we aim to elevate the AETF's profile and grow its global recognition.

By implementing a focused, structured communication strategy, we will ensure that the AETF continues to grow, foster connections with its members, and enhance its visibility internationally.