

Social Media Champion Checklist

Follow the checklist below to help you get started in your role, but we want to see your ideas too - so get creative!

Ask for access to your club or school's social media page or ask to get set up

Instagram - Share images and videos

Twitter - Share instant updates, images and videos

Facebook - Share updates, videos and images



Get some new followers on your pages

Include details of the social account(s) in a school or club email newsletter

Encourage all the players, parents, coaches and teachers to follow the account(s)

Follow other teams in your conference to keep up to date on what they are doing

Get all your club's age grade teams together for one big picture

Promote your upcoming matches in advance

Upcoming game? Do a countdown, tell people how training is going for the game. Want a crowd? Encourage people to come along and cheer the team on at the side-lines. Get the players involved and share your team line up before the match.

Share your journey

Is your game an away game? Keep your followers updated on everything from your travels.

Keep followers updated throughout the season and give updates on how you are progressing through the league

Share a full-time picture

Shaking hands with your opponents and/or celebrating at the final whistle

Share the full-time score of your games

Think about how to keep it looking different each time - share an image of the players in action or a short clip

Create an album of pictures from a game on Facebook or Instagram

Share a video of someone scoring a try

If your club/school website reports on scores or match reports, share the story

Share a video of a rugby drill at training

Highlight individual players and do a post about their performance or rugby story

Share a boomerang of the team - have some silly fun

Got a big match? Live Tweet your score updates

Interview the captain before or after a game and post a story or video

Retweet or share your coaches, players, school and club accounts if they post about the team

Show Scottish Rugby what great work you're doing by tagging @Scotlandteam in your posts!

#AsOne