

Everyone's **GAME**

SOCIAL MEDIA GUIDE



Engaging with Everyone's Game on social media

Social media allows us all - clubs, officials and players - to celebrate our sport through the Everyone's Game campaign. We know a number of you are already doing this and have already had success in reaching out to new audiences through digital content, which is brilliant to see.

This document is designed to give you some hints, tips and guidance on the best way to get involved with Everyone's Game via your social media channels.

You may already have a settled tone of voice or way of working on social - this document is not designed to change or limit that. It is not a one-size-fits-all direction on how to run your channels. It is simply a guide to help you support our Everyone's Game campaign.

Use the Everyone's Game graphics

The link below will take you to an area of the Scottish Rugby website where you can securely download promotional Everyone's Game materials for your own channels. You'll find a variety of graphics in here that will work across a number of platforms.

DOWNLOAD MATERIALS

SOCIAL MEDIA HEADERS - change your social headers to show support for Everyone's Game. Note the platform that each header is created for is detailed in the title, as every social media channel has different requirements for social headers.

GENERIC GRAPHICS - post these on social media to encourage people to visit the Everyone's Game campaign website or to shout about what you are doing to encourage more people into rugby. Always try and use #EveryonesGame when using these graphics.

FRAME TEMPLATE - these allow you to insert your own images into an Everyone's Game style template. You are free to insert the images through whatever means is easiest, although we will be sending out a guide on how to do this via Canva (a free and easy to use photo editing tool).

Please only place clear images in these frames and do not use any other posters or imagery with text.

Why do we want you to use these graphics?

It is important that Everyone's Game has a consistent theme and look across social media. By using these graphics you are helping rugby audiences become familiar with the campaign, which in turn will make them more likely to share/engage.

We know that not all clubs and societies have access to a graphic designer or social media manager, so we hope the graphics will help you to promote your club or society on social media.

#EveryonesGame - the hashtag

Using the hashtag #EveryonesGame makes it easier for people to find your content and identify it. It also makes it easier for Scottish Rugby and other organisations to see your posts and share them.

ALWAYS WRITE THE HASHTAG AS #EVERYONESGAME - NO APOSTROPHE OR SPACING!

You can use the hashtag across all social media channels, but hashtags are more effective on Twitter and Instagram than on Facebook.





Follow Scottish Rugby on social media

You'll also be seeing a lot of Everyone's Game content going out via the official Scottish Rugby social media channels. We encourage you to like, share and interact with this content too.

We will occasionally ask questions (i.e. what's your favourite rugby memory?). Get involved in the conversation by replying and telling your own stories.

Whilst we cannot guarantee that every post that includes #EveryonesGame will be shared by Scottish Rugby, we are always actively looking for Everyone's Game related content to share with our followers. So get involved!

Any other accounts that might want to share our Everyone's Game content?

Local community Facebook groups are a fantastic tool to reach audiences in your local area and attract new players, coaches, match officials and volunteers into your club or society. If you're posting, try tagging the local group in the comments or direct message the group and ask if they'd like to share.

Scotland players, both current and former, tend to have large followings and are often very open to sharing content that helps to encourage more people into the sport. It's best that it has some relevance to the player (i.e. "Great to see some new faces at training tonight. Our new player Stacey has kicking skills that @g.laidlaw would be proud of/running through defences like @RhonaLloyd96")

Try including players, past and present, into your messaging on social media – being careful not to overdo it!

Other hints and tips for social media

- Ask questions to your audience. Social media is a two-way conversation. Got a nice video of the players talking about their return to rugby? Ask your followers if they're excited to return to rugby too.
- Filming a video on your phone? Try and get as close to the action as possible, rather than using the zoom function which brings the quality down. The closer you get, the better the audio will be.
- Try to keep videos to around 1minute or thereabouts for all channels.
- Utilise Instagram Stories. You are limited to 15second videos and photos should always be in portrait (9:16), but it's a fantastic way of reaching a large audience quickly. Posting about Everyone's Game on Stories? Make sure to tag in @ScotlandTeam so we can share.
- Keep your captions as short as possible and try to get your messaging into the first sentence of the post.
- Try to keep to square video on Instagram Grid and Facebook. Most new iPhones give the option within photos to crop a video to square.

What can I do on social media?

- Effectively promote your club and find new members.
- Quickly share the latest news and updates on your club in an informal, friendly way.
- Create a community for coaches, players, match officials, parents, volunteers, sponsors, and supporters.
- Connect with your followers – start conversations and answer questions.

Things to be careful with

Social media can be a fun and engaging place – but there are things to bear in mind in order to ensure your social media experience is a positive one:

- You may often see ‘bot’ accounts commenting under your content and trying to sell or promote their own content, especially on Instagram. If you see bot accounts posting on your page, simply block the accounts and delete the comments. Unfortunately, there is no way of completely blocking all bot accounts, but try to stay on top of blocking & deleting as it can ruin your followers experience.
- Any content that is racist, homophobic, sexist, or abusive in any way, should be reported to the relevant social media account. The comment is unlikely to be picked up straight away so you should ‘hide’ or delete the comment from your post until the platform blocks the user. Don’t delete or report posts that are critical, rather than abusive.
- Stay away from controversial topics including politics and making derogatory remarks about other clubs/individuals.
- Check every piece of content before you hit publish, for typos, factual errors and mistakes.
- Keep your social media passwords safe and secure. Don’t share them with anybody outside your organisation and consider setting up two-factor authentication.
- If you’re taking images of anybody to use on social media, ask permission first and explain where they’ll be used and context of the post.



What social media platforms are there? What should I use?

There are lots of different social media platforms out there, all suited to slightly different audiences and purposes. Usually, it's best to start off with one and then branch out to others when you've got more time, confidence, and content. Some of the most popular social media platforms are Facebook, Twitter, and Instagram. We've broken down the key points of each platform below to give you an overview.

FACEBOOK

- Facebook is the largest social media platform in the world, with over two billion active users.
- Choose from private groups or fan pages. Private groups work well for safeguarding members whilst fan pages help you build awareness and gain interest from new people.
- Post a variety of updates such as photos, graphics, videos, links, carousels, polls, and slideshows.
- Broadcast live matches, competitions, and tournaments so that no one misses out if they can't make it.
- Remember that Facebook has a slower algorithm – it can take several days for people to be served your posts. Try not to post anything that is really time sensitive (don't post an hour before kick-off telling people to come down and watch the game).

TWITTER

- Twitter is great for short and snappy updates because of the 280 characters limit per tweet.
- Because Twitter content has a short shelf life (posts tend to get pushed down people's feeds quicker) you can get away with posting more regularly.
- Follow other clubs and coaches for insights and tips and use lists to segment them. These users are likely to return the favour and follow you back.
- Have a unique hashtag that people can identify you by.
- Use GIFs & emojis to add humour and personality to your tweets.
- Language is important. Try to loosen up your tone of voice, but be careful you don't come across as crass or unprofessional.

INSTAGRAM

- Instagram is the fastest growing social media platform and is very popular with young people.
- It only focuses on visual content – photos, graphics, and short videos.
- Use up to 10/20 relevant hashtags per post to reach more users.
- Like Facebook, you can broadcast live matches, competitions, and tournaments.
- Use Instagram stories to give an insight into your club or society, tag other accounts, ask questions via polls, and use stickers and emojis. These encourage interaction and add some fun to stories.

What can I post on social media? How often and at what times?

The world is your oyster when it comes to social media posts. There aren't any specific rules to what you can and can't post, however you should make sure your content is relevant, consistent, and not offensive or spammy. Be creative and have fun with it! Here are some examples of what you can post.

- Photos and videos from training (make sure you have permission from players and parents)
- Special mentions for players who are doing well
- Staff or volunteer introductions and updates
- Talk about national days, sporting events, or trends - check out the calendar on the next page for suggestions!
- Teamsheets for upcoming games
- Event updates including results and wins
- Training arrangements and cancellations
- Links to your website and interesting news articles

How do I make posting regularly to social media easier?

Why not consider a scheduling tool to help.

A scheduling tool will help you pre-plan and time posts to go out at certain times and on certain days, and can help minimise the amount of time you have to spend on social media every day to get content out there for your audience.

Many scheduling tools are free or come at a low cost, and other platforms have them built in too.

Have a search on Google and find a scheduling tool that suits you.

Even if you've scheduled content, always remember to keep an eye that it goes out ok and be ready to change/cancel posts if you feel they've lost relevance.

How do I know if social media is working for my club?

It's simple. Keep an eye out on likes, comments, retweets, and shares. Almost every social media platform has an inbuilt analytics dashboard, or you can use the one from your scheduler. These dashboards make it easier to see how many people are viewing and engaging with your content.

Events Calendar

DATE	AWARENESS DAY/WEEK/MONTH	CONTENT SUGGESTION
12 Aug 2021	International Youth Day	Celebrate youth rugby/young match officials
19 Aug 2021	World Photo Day	Share/give thanks to club photographers
26 Aug 2021	National Dog Day	Photos of dogs in rugby kit (it's always cute!)
SEPT	World Alzheimer's Month	Promote/share case studies of rugby memories groups
5 Sept 2021	International Day of Charity	Highlight charity/community partnerships
7 Sept 2021	Youth Mental Health Day	Mental wellbeing awareness
10 Sept 2021	World Suicide Prevention Day	Mental wellbeing awareness
20 Sept 2021	Recycle Week	
21 Sept 2021	World Alzheimer's Day	Promote/share case studies of rugby memories groups
29 Sept 2021	World Heart Day	Promote safety/first aid in clubs to promote heart health/safety eg. AEDs
30 Sept 2021	National Sporting Heritage Day	Share the story of how your club/team came to be
OCT	National Autism Awareness Month	Inclusion & diversity
OCT	Black History Month	Inclusion & diversity
1 Oct 2021	International Day of Older Persons	Promote/share case studies/launch walking rugby activity
5 Oct 2021	World Teachers Day	Thanks for teachers involved in rugby
10 Oct 2021	World Mental Health Day	Promote mental wellbeing within your club/society
11 Oct 2021	National Coming Out Day	Inclusion & diversity
26 Oct 2021	Women and Girls in Sport Week	Promote the women and girls game/promote female match officials/share case studies
NOV	November - Men's Health Awareness Month	Promote men's health within the club/society - highlighting a specific fundraising or initiatives
9 Nov 2021	Social Media Kindness Day	
13 Nov 2021	World Kindness Day	
30 Nov 2021	St Andrew's Day	
3 Dec 2021	International Day of Persons with Disabilities	Inclusion & diversity
5 Dec 2021	International Volunteers Day	Give thanks to all those who help the club/society operate
9 Dec 2021	Rainbow Laces Day	Inclusion & diversity
28 Feb 2022	Grounds Week	Give thanks to grounds keepers/grounds staff
8 Mar 2022	International Women's Day	Case studies of women in rugby - volunteers, coaches, players, referees

31 Mar 2022	International Transgender Day of Visibility	Inclusion & diversity
10 May 2021	Mental Health Awareness Week	Promote mental wellbeing within your club/society
17 May 2021	Action for Brain Injury Awareness Week	Concussion awareness
JUNE	Pride Month	Celebrate inclusion
1 Jun 2021	Volunteers Week	Celebrate/give thanks to volunteers - driver to recruit
6 Jun 2021	UK Coaching Week	Celebrate/give thanks to coaches - driver to recruit
13 Jun 2021	National Sports Week	Celebrate rugby, it's positive attributes and ways to get involved - player, coach, referee, volunteer
20 Jun 2021	World Wellbeing Week	Promote mental and physical wellbeing within your club/society
4 Jul 2021	National Thank You Day	Give thanks to all those who help the club/society operate
17 Jul 2021	World Emoji Day	Create an emoji rugby challenge eg. guess the player/match official in emojis
30 Jul 2021	International Day of Friendship	Case study on friendship within the club/society

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