

Rugby Schools Week

SOCIAL MEDIA GUIDE

Engaging with Scottish Rugby Schools Week on social media

Social media allows all of us to celebrate our sport, and we'd like to invite you and your school to join in the conversation and showcase your involvement with Scottish Rugby Schools Week! 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. It's our hope that this guide will help elevate your work.

This document is designed to give you some hints, tips and guidance on the best way to get involved 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 engage with Scottish Rugby and rugby fans across the country.

#EveryonesGame – the hashtag

Please use our hashtag #EveryonesGame when you post! We use this hashtag because rugby is a game for everyone, whether it's your school's first time delivering rugby or it's part of what you do on a regular basis, there are no boundaries for anyone who wants to get involved.

Using #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.

Are there any other hashtags we could use?

Your school might have their own hashtag, which of course you're welcome to use.

Tag us in your posts!

Don't forget to tag @scotlandteam on your Twitter posts – you can do this in the caption, or if you have attached a photo, tag us in that to save characters in your caption.

You can also tag Scottish Rugby in Facebook or Instagram.

Follow Scottish Rugby on social media

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

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 Schools Week content?

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").

Your school might also have connections to current or past international players – why not tag them in too!

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 this week.

- Photos and videos from outdoor and indoor sessions (make sure you have permission from players and parents)
- Special mentions for players who are doing well
- Why not give a shout out to your teachers or the Development Officer you're working with
- Why don't you get a video of one of your pupils taking about playing rugby for the first time, people love to see reactions and hear from people in their own words.

Other tips and hints

- 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 1 minute or thereabouts for all channels.
- Keep your captions as short as possible and try to get your messaging into the first sentence of the post.