

An Ríocht Social Media Guidelines

The purpose of this document is to provide club officers with a short overview of the guidelines for use of An Ríocht social media channels. Further detail in relation to social media and club communications in general can be found in the 2024 An Ríocht PR Strategy.

Social media channels and online communication platforms are an important aspect of the overall public relations strategy for An Ríocht. As these channels are public facing and can influence and impact our reputation they must be used appropriately and within the guidelines and considerations below.

This policy provides general guidance to An Ríocht GAA specifically, however, for the avoidance of any doubt we should also adhere to and fully comply with the GAA Social Media Policy which can be found [here](#).

Channels and Purpose

What channels are covered under 'social media' and applicable to this policy?

- Traditional 'social media' channels of Facebook, Twitter, Instagram
- An Ríocht website
- Messaging platforms – WhatsApp, Heja or other

The above channels should be used to communicate official club information to members and the wider community. The channels can also provide members and the wider community with the opportunity to contact the club through direct messaging and / or providing feedback.

Access

Following the club Annual General Meeting, a Public Relations Officer (PRO) will be appointed to the club executive. He / she should promptly revisit the access to the above platforms and remove users as appropriate. He / she should also update the passwords of each channel and share them with the Club Chairperson and / or Club Secretary.

Updating passwords and reviewing access is best practice regardless of the organization and this should be carried out at least annually. This should be the responsibility of the club PRO. Previous users can be readded or new users can be added to platforms as necessary throughout the season with prior approval from the club executive / Chairperson. Users should only be granted access if they have a legitimate reason for having direct access, otherwise all content should be forwarded to the club PRO to post.

Content and Posting

The types of content that may be posted on club social media channels and platforms can be wide ranging - match updates and reports, fixtures, lotto / bingo, coaching opportunities, death notices etc. We may also find it useful to use our channels and platforms to communicate related content from KYC, our schools and county boards.



Content should be:

1. Accurate and factual – personal opinions and thoughts are not permitted, only official logos / photos should be used
2. Correct in terms of grammar and structure
3. Posted in a timely manner
4. Posted with a tone of voice that is representative of our club and our activities – informal, fun, and engaging
5. More than just text – video, photos, tags, and links should be used as much as possible
6. Only posted if received from accurate sources – official officers or head coaches
7. Scheduled in advance where possible to avoid missing updates on activities that are reoccurring – i.e. weekly lotto promotion
8. Scheduled during busy periods to ensure that there is maximum visibility of posts – officers and coaches need to be aware that content will be posted when most appropriate and not always instantly
9. Posted with consent if in the form of photography / video

Moderating content posted by others

The PRO is responsible for moderating content posted by others online in relation to the club. While we may not be able to have content removed from people's personal accounts, negative / inappropriate content linked to the club in any way should be passed onto the club executive for information. Tags should be removed if possible.

Negative or inappropriate content that is posted by others on our channels / posts should be hidden / removed and the user should be blocked as soon as possible.

Photography

As part of the registration process, members are asked for their consent to club communications and photography. The club register should notify head coaches and the club PRO of any member who has not consented to club communications and / or photography.

Messaging Platforms

Many teams and coaching groups utilize WhatsApp for direct messaging to parents and / or players. From a GDPR perspective WhatsApp is not compliant. If parents / players are added to a WhatsApp group their profile photograph and telephone number is visible to all others within the group without their consent.

While the hope is that Foireann will become the official direct messaging channel for updates to parents / players, the functionality for this has not yet been launched and therefore An Ríocht should seek an alternative platform in the meantime.

For further information on the above please contact the club PRO – communications.anriocht.down@gaa.ie

