ENTRY LEVEL

PRO

VOLUNTEER DEVELOPMENT PATHWAY

ULSTER GAA

INVESTING IN VOLUNTEERS™

Clár

- Role of the PRO
- GAA Communication Channels
  - GAA Email system
- Digital Media
  - Websites
  - Social Media
- Other Media

Role of the Public Relations Officer

- One of the most important positions in the club
- Promote and Protect the reputation of the club and the GAA in local community and beyond using appropriate communication channels
- No longer is it good enough to do good work: people must be told about it!

GAA Email System

- Each club may have an address for Chairperson, Secretary, PRO and Treasurer
- Official channel for GAA correspondence
- Directory of all GAA accounts
- Limited number of addresses available and standards of format must be adhered to
- Additional addresses available for some County roles, i.e. Children's Officer
- Support from 9am-11pm Monday to Friday
- Support: mail.support@gaamail.ie

Digital Media

- Club Websites
- Social Media
  - Facebook
  - Twitter

Discussion

What should be included in a Club Website?

Websites

- Shop Window for the Club
- Positive marketing & promotion tool
- Available to Supporters living/working beyond the club and therefore keep an important connection with them.
- Showcase the entirety of the club – its history, achievements, current activities and future plans.
- Advertising vehicle for matches and other events.
- One-stop place for all up-to-date information for supporters

Website Essentials

- Correct club name in Irish and English, Crest
- Latest News & Photos / Videos
- Latest Fixtures / Results and Events
- Key info such as pitch location and contacts
- Lotto results
- Social Media Feeds / Links
- Sponsors ads
- Mobile Responsive
- Keep it updated!

‘Club & County’ Website

- Custom built GAA website template built on Wordpress open-source technology
- Built based on GAA community structure
  - Province > County > Club
- Designed for basic user knowledge and limited input - feeds
- Consistency of brand – GAA image traditionally not strong enough
- Get info locally – focus on where the audience is
- Designed to focus on key information - news and fixtures & results

‘Club & County’ Websites

- Servasport Fixtures & Results integration
- Social Media integration
- Responsive layout
- Monthly security updates
- Advertising module
- Custom work available

- Setup - £400
- Annual - £250

www.clubandcounty.com

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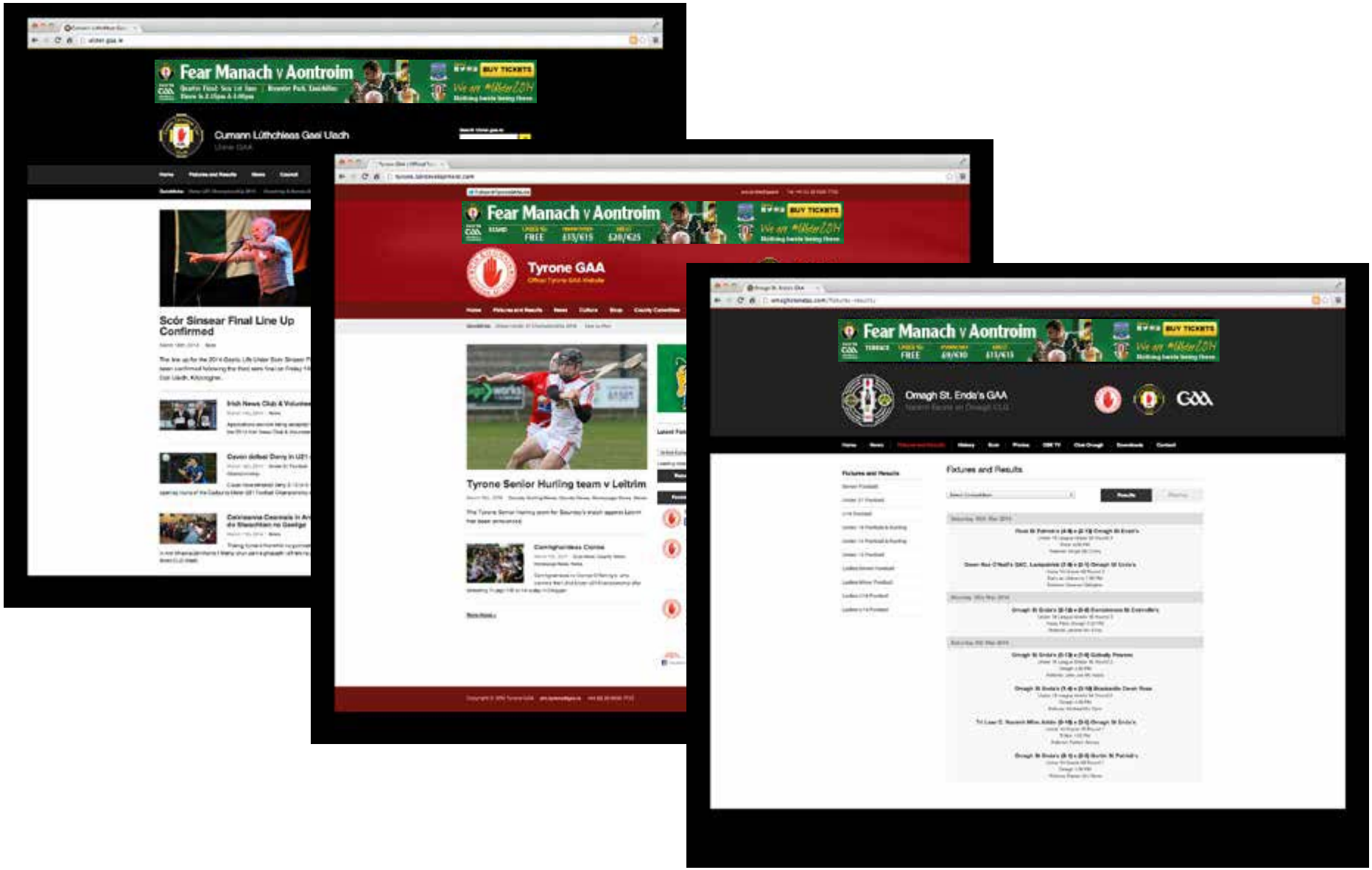
Province … County … Club



O'Neills + ULSTER GAA
COACHING AND GAMES DEVELOPMENT CONFERENCE
SAT 21ST FEB 2015
GLENAVON HOTEL COOKSTOWN
FIND OUT MORE & BOOK ONLINE

Ulster Council GAA Convention Report 2015

January 31st, 2015 | News

The 113th Ulster Council GAA Convention was held in the Tyrone GAA Centre at Garvaghey today.

Oraid an Uachtarán

January 31st, 2015 | News

Latest Fixtures and Results

Select Competition:

Results | Fixtures

Tuesday 3rd Feb 2015

Ballinderry (0-11) v (0-7) Lavey

Sunday 1st Feb 2015

Drum (3-5) v (3-13) Belcoo O'Rahi.

ULSTER GAA
HEALTH IS WEALTH
MICROSITE
VISIT NOW >>

Donegal Club Officer Development Programme 26/01/2016

Time	Topic
7pm-7:20pm	Arrival and Registration
7:20pm-7:40pm	Plenary: Ulster GAA Volunteer Development Pathway
7:40pm-7:50pm	Plenary: Becoming a more inclusive club
7:50pm-9:10pm	Workshops: · Critical Response (Preparing for a crisis in your club) · Raising funds within your Club community (small, medium and large initiatives) · #DigitalCommunications (Promote your club across digital platforms) · Online Safety (Protecting young members & tackling bullying)
9:15pm	Close

Fionntán O'Dowd
Volunteer Development Officer

Evolve MENSWEAR

Latest Fixtures and Results

Select Competition:

Results | Fixtures

Saturday 23rd Jan 2016

Quicklinks

Cumann na mBunscol Dhún na nGall

DÚN NA NGALL
kn group

Sympathy – Mrs Elizabeth Kerlin, R.I.P.

February 3rd, 2015 | Sympathy

The Executive Committee and members of St. Enda's GAA wish to extend their deepest sympathy to former player Patsy Kerlin and extended family on the passing of his mother Elizabeth. The funeral of Mrs Kerlin, who was 100 years old, will take place on Wednesday, leaving her home at 14 Aughabrack Road, Dunamanagh at 10.20am [...]

CLUB OMAGH
Naomh Éanna an Ómaigh
Developing for the future, play your part.
FIND OUT MORE

Latest Fixtures and Results

Select Competition:

Loading data...

Results | Fixtures

Events Calender

Wednesday, February 4

Thursday, February 5
9:00pm Bingo

Saturday, February 7
10:00am Gaelic Start

Thursday, February 12
9:00pm Bingo

Thursday, February 19
9:00pm Bingo

This week's lotto

This week's club lotto number are 7, 14, 15, 19, 30. There was no winner of the £5,000 Jackpot. Ignatius McCusker, Dermot McQuaid, Shane Loughran and Chris Holt are all £25 Draw winners.

Like Share 4

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COACHING AND GAMES DEVELOPMENT CONFERENCE
SAT 21ST FEB 2015
GLENAVON HOTEL COOKSTOWN
DELEGATE COST: £25
INCLUDES LUNCH & DELEGATE PACK
BOOK NOW

ULSTER GAA
HEALTH IS WEALTH
MICROSITE
VISIT NOW »

Social Media

Why use social media?

- It's free
- It's where your members and supporters are
- It's a way to stay connected and top-of-mind
- It's a great channel for sharing stories and encouraging interaction
- Setup and usage guidelines available

General Social Media Tips

- Activity
  - Follow other official GAA accounts
  - Utilise content from County, Provincial & National channels
- Content
  - Post often and consistently, without spamming
  - Share information on various social media channels, but do not use the automation tool
  - Send messages at key hours (9am, 1pm, 7pm)
  - Be creative

General Social Media Tips

- Be Responsible
  - Proof read posts and avoid jargon
  - Where possible, wait 60 seconds until posting
  - Don’t share inappropriate content
  - Don’t get into arguments
  - Don’t post while under the influence
  - Filter inappropriate content and block if necessary
  - You are the official voice of the club!

Facebook Overview

Individuals

- Set up personal profiles
- Become friends with other people, and it's reciprocal

GAA Clubs & County Boards

- Set up page
- People can 'Like' your page

Facebook Tips

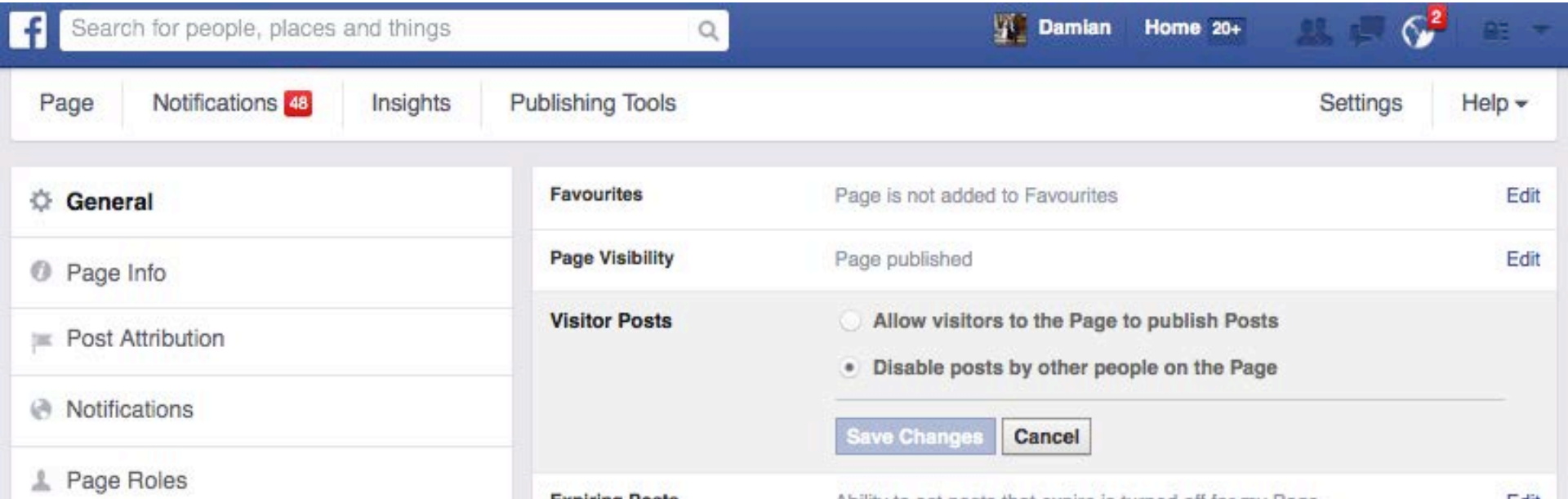
- Create a Facebook Page, not a personal profile
  - Sign in under own profile and search for ‘Create a Page’
  - If set up wrong, search for Facebook page migration
- Advantages of a Page
  - Functions more effectively for organisations
  - Additional features such as post scheduling
  - Access to ‘Insights’ analytics tools
  - Manage multiple admin roles
  - Best practice

Facebook Tips

- Page Settings
  - Keep the name short and relevant
    - 25 character limit
    - Name should be used as a headline advert
    - Can only be changed on pages with less than 200 likes
  - Correct Page Category
    - Amateur Sports Team
  - Get a vanity URL
    - E.g. www.facebook.com/UlsterGAA
    - Available once you get more than 25 page likes
    - Can only be changed once
    - Set this up at www.facebook.com/username

Facebook Tips

- Page Settings
  - Complete Page info
    - E.g. Official Facebook Page for Ulster GAA
    - Links for official website and other social media channels
  - Allow users to comment on your posts, but not create their own posts
    - Users can send private messages if required



Facebook Tips

- Page Design
  - Profile Picture – official Club crest
    - Should be square image – resized to 160x160 pixels
  - Cover Image – Can be more dynamic type image
    - 851x315 pixels

Facebook is best for…

- Visual material such as photo galleries and videos
- More detailed, less frequent posts

VOLUNTEER DEVELOPMENT PATHWAY | ULSTER GAA

Omagh St. Enda's GAC
Posted by Dominic McClements · 28 September

Senior champions 2014 - Part 1 (144 photos)

Healy Park witnessed scenes of incredible celebration as St. Enda's senior were crowned Tyrone senior champions for 2014. It took a last minute goal - a repeat of the dramatic semi-final win over Dromore - to secure a 1-10 to 0-12 victory o... See More

18,824 people reached

Boost Post

Unlike · Comment · Share

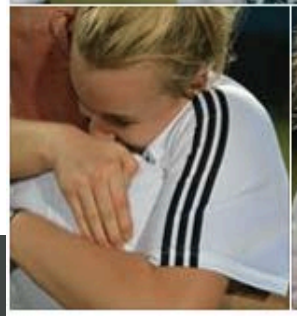
444 22 19 Shares

Omagh St. Enda's GAC
Posted by Dominic McClements · 4 September

Great celebrations as St. Enda's ladies win championship (54 photos)

It's celebration time for the St. Enda's ladies and their supporters following a great 0-13 to 0-8 win over Ardboe in Kildress.

Photos by Dominic McClements, St. Enda's P.R.O



11,640 people reached

Boost Post

Unlike · Comment · Share

252 15

WE SUPPORT YOU

SUNDAY 28TH SEPTEMBER HEALY PARK OMAGH 3:30PM

WE SUPPORT YOU

SUNDAY 28TH SEPTEMBER HEALY PARK OMAGH 3:30PM

Omagh St. Enda's GAC

Sports club · Community organisation

Follow | Share | •••

Timeline | About | Photos | Events | More

2,199 likes

Reach People Nearby

Reach up to 130,000 people near Omagh

Promote Page

Enda's GAA. Est 1932
all, Hurling, Camogie, Handball and

47664 www.omaghstendas.com

omaghstendas.com/ Promote

Status | Photo / Video | Offer, Event +

What have you been up to?

Omagh St. Enda's GAC shared a link.
Posted by omaghstendas · 2 hours ago

Weekly news round-up - Thursday 22nd Jan - Omagh St. Enda's GAA
Omagh St. Enda's GAA

Bingo off – Due to health and safety concerns caused by ongoing wintry weather conditions around Healy Park, we regret that Thursday night's bingo has had to be cancelled yet again. We apologise to all our patrons for any inconvenience caused...

Recen
2015
2014
2013
2012
2011

See Your

Omagh S
Omagh S
1932 Gae
Carnogie,
Tel:...

Like
like this p

Promo

Senior players serve up a treat at Supporters Breakfast [66]

St. Enda's through to historic first Ulster final [111]

St. Enda's slay Crossmaglen in epic Ulster battle [95]

Girls have fun at end of season blitz [6]

St. Enda's ladies secure the 'double' [36]

Disappointment for Ladies in Ulster semi [43]

Cormac McElroy Memorial game at Healy Park [15]

Eight St. Enda's men nominated for Ulster Club All-Stars [8]

Final curtain on outstanding panto [136]

Behind the scenes at Jack and the Beanstalk [36]

Santa arrives for St. Enda's Christmas party [76]

Jack and Jill continues to entertain [73]

Be novel with your photos

VOLUNTEER DEVELOPMENT PATHWAY

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Photography

- Powerful communication tool for all ages
- Expertise / interest within club?
- Good is good enough
- Be creative
- Keep archives
- Be wary of Child Protection issues

Twitter

- All Accounts are individual
  - There is only one kind of account with one username and password
  - You can send messages 140 characters in length, called ‘tweets’, to your friends, or ‘followers’
  - No limit to ‘followers’
  - *“A real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting.”*

Twitter Setup Tips

- Get appropriate username
  - Will be your Twitter URL
  - Short, Simple & Memorable
  - Can change but not recommended once established
- Add short bio and insert website address
- Profile Picture – official Club crest
  - Should be square image – resized to 73x76 pixels
- Cover Image – Can be more dynamic type image

Twitter Page Design

VOLUNTEER DEVELOPMENT PATHWAY

ULSTER GAA

Twitter is best for…

- Brief, to-the-point information and latest news
- Score updates from games
- Less detailed, more frequent posts

VOLUNTEER DEVELOPMENT PATHWAY | ULSTER GAA

Good Practice

Derry GAA
@Doiregaa

Following

Tonight's #mckennacup game has been cancelled due to an unplayable pitch at Owenbeg. Refixture details TBC.

RETWEETS 6 FAVORITES 7

Bad Practice

TWEETS 3,445 | FOLLOWING 222 | FOLLOWERS 729 | FAVORITES 63

Follow

GAA

Tweets | Tweets & replies | Photos & videos

X

Follow

10-year-old drives parents' car into a ditch, claims to be a dwarf who'd forgotten his l... (via @) jrnl.ie/1314174

DailyEdge.ie

10-year-old drives parents' car into a ditch, claims to be a dwarf...

By DailyEdge.ie @dailyedge

Ah, the old dwarf defence...

View on web

11:17 PM - 13 Feb 2014

retweeted

X supporters not happy with last decision of management

2 4

retweeted

X after bringing on the manager young men left on the line

3 2

Social Media Do's

- Follow other Official GAA pages and accounts
- Utilise content from official GAA websites (fixtures, match reports etc.)
- Use graphics to promote events where possible
- Use relevant 'hashtags' on Twitter, such as #GAA and #McKennaCup
- Send messages at key hours (9am, 1pm, 7pm)
- Be careful what you re-tweet or share

Social Media Don’ts

- Over do it with links – try to condense the information where possible
- Share inappropriate content such as betting information and alcohol promotionals
- Allow users the option to post any content on Facebook. But do allow them to comment on your posts.
- Post anything you wouldn’t say publicly.

Don’t Forget Traditional Media

- Local Newspapers
- Regional Newspapers
- Radio
- Weekly Notes
  - Parish Bulletin
  - Printouts
- Flyers / Booklets
- Word of Mouth!

Newsletters

- Apply the “Five Ws” principle
- The key things with local newssheets are circulation
- Give someone in the group the job of producing the news-sheet.
- Make sure it’s attractive to look at: use pictures and colour if at all possible.
- Allocate some money to it and get it well-designed and well-printed.

THE OFFICIAL NEWSLETTER OF OMAGH ST. ENDA'S GAELIC ATHLETIC CLUB

ONE
an Omaigh Naomh Éanna

Issue 1

February 2011

Watch out for details

Congratulations on becoming a member of Omagh St. Enda's for 2011. Some of our football and hurling activities have already commenced so contact any team mentor or keep an eye on our local notes in the Herald for details.

We're getting ready for another busy year

Welcome to the very first edition of 'ONE' – the new occasional newsletter to keep you up to date with what is happening at an Omaigh Naomh Éanna.

If you are new to St. Enda's, then you couldn't have come at a better time.

Since the turn of the new millennium, we have been blessed with success at youth level having notched up an incredible 42 titles at all grades of football and that's for both boys and girls. And off the field of play we have also picked up no fewer than 40 Tyrone, Ulster and All-Ireland titles at Scór Sinsear and Scór na nÓg levels proving that Naomh Éanna offers great all-round sporting and cultural activities for the people of Omagh.

But such success doesn't come by accident and it is a by-product of our well established youth and management structures which has allowed us to develop well rounded young sports people who are proud to wear the famous black and white shirt of Naomh Éanna and represent our county town.

So it's action stations once again as we get ready for yet another action-packed season.

In 2010 almost 300 boys and girls from the ages of 4 to 18 graced Healy Park at various times and 2011 also looks set to be a another bumper year with a feast of Gaelic Games and cultural activities being lined up for all concerned.

There's plenty of activities on and off the pitch for boys, girls and adults of all abilities and we particularly welcome the support of all parents. There's always an open invitation for everyone to get involved in our hectic round of weekly activities so if you think you can offer some help please contact any of the youth managers listed on Page 2.

2 – SO, WHO WAS ST. ENDA?

4 – PARENTS: WE NEED YOUR HELP

THE OFFICIAL NEWSLETTER OF OMAGH ST. ENDA'S GAELIC ATHLETIC CLUB

ONE
an Omaigh Naomh Éanna

Issue 2

February 2012

Watch out for details

Congratulations on becoming a youth member of Omagh St. Enda's for 2012. Coaching sessions for some age groups has already started so contact any of the mentors who are listed inside and keep an eye on our weekly notes in the Ulster Herald and on our website for more details.

Welcome to St. Enda's: celebrating 80 years

Welcome to Omagh St. Enda's. If you are new to our club, we would like to extend a big Céad Mile Fáilte and we hope that you will enjoy your time with us.

2012 promises to be another memorable year for everyone at St. Enda's as we will also be celebrating our 80th Anniversary.

On the 28th February we will officially commence our celebrations with a special Anniversary Mass in the Sacred Heart Church in Omagh at 7.30pm.

This will be a great opportunity for everyone from the Parish and the wider Omagh community to come together to reflect on 80 glorious years of Gaelic Games in our club.

Everyone is welcome to this event and we hope to see a big turn out of all our youth players and their families. If you know of any past players or members who may not be living in the district any longer, make sure to pass on this information and encourage them to come along to the Mass and then back to our clubrooms for refreshments where they can get re-acquainted with old friends.

We hope that this special night will also be the inspiration for even greater things in 2012.

In 2011, our youth section continued to grow from strength to strength with our two U16 teams excelling by reaching the finals of the league and championship. Every age group from U8 to U18 also made great progress with the U14A team reaching the league playoffs while our U14 girls team sweeped all before them to win the league and championship double.

The past year ultimately proved very successful for our U21 footballers who won the Tyrone title and are currently preparing for an Ulster semi-final while our senior ladies team won the league and championship double.

We are proud of the range of sporting and social opportunities we offer our young people - Gaelic Football, Hurling, Handball, Scór and much, much more.

It's great that you have chosen to be part of it and we hope that the year ahead will prove to be as exciting as ever for you and your friends.

PAGES 2 & 3 - OUR STARS OF 2011

PAGE 4 – WE NEED YOUR HELP

VOLUNTEER DEVELOPMENT PATHWAY

ULSTER GAA

Child Protection

- Liaise with Club Children's Officer
- Consent
  - Photography
  - Social Media
- 'Our Games, Our Code'
  - Available from www.ulster.gaa.ie

Contact

- Ulster GAA
  - paul.mcgurk.ulster@gaa.ie
- Club & County Websites
  - www.clubandcounty.com
- Microsoft Sharepoint Website
  - Lisa Hayden: lisa.hayden@gaa.ie
- GAA Email support
  - mail.support@gaamail.ie

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