CLUB LEADERSHIP DEVELOPMENT PROGRAMME

Getting Started as Club PRO

learning.gaa.ie/administrator

THE CAMOGIE ASSOCIATION
An Cumann Camógaíochta

GAA WHERE WE ALL BELONG

LGFA PEIL na mBAN

Areas we will cover

Role overview

Promoting your Club and the Association as a whole

Digital and social media

Traditional media

Supports and resources

Role overview

What does a Club PRO need to be able to do?

Responsibilities

- Promoting the Club and Association
- Communication
- Marketing and promotion
- Digital and social media
- Traditional media relations

Promoting the Club and Association

Promotion of your Club

What can you do to ensure that your Club is properly promoted in your community and beyond?

1. Activities

2. Presentation of games

Record keeping

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Effective communication

Internal vs. external communication

Who have you communicated with in the past month in your role as PRO?

The impact of communication

What are the results of good communication?

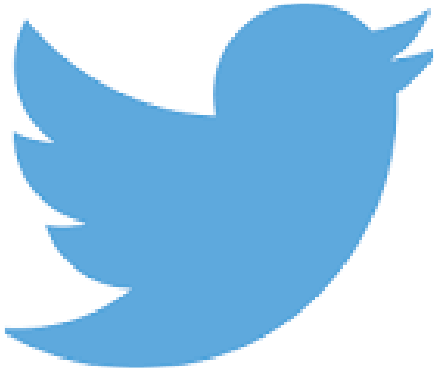
What are the results of poor communication?

Digital and social media

Social media benefits for a Club

Recommended channels

Facebook



Twitter

Instagram

Recommendations

Do

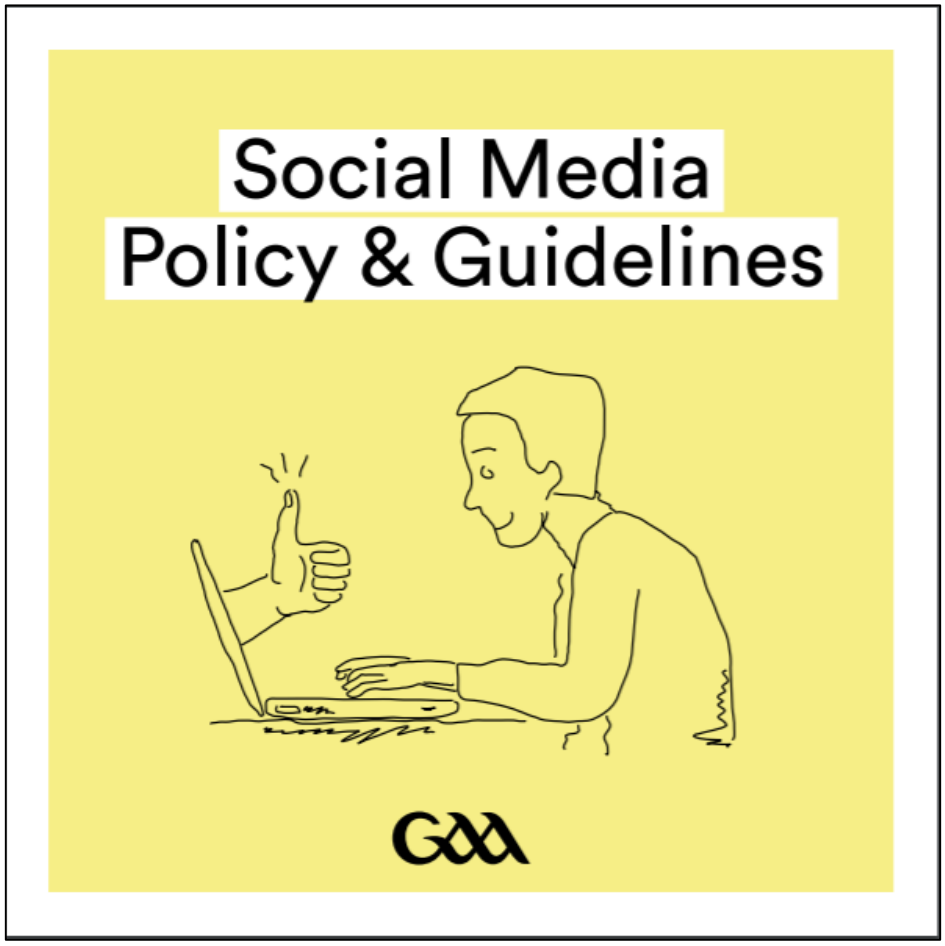
- Follow Official GAA and County Pages
- Utilise content
- Be consistent
- Target key hours
- Consult with Official GAA Guidelines

Don't

- Over-do it with links
- Share betting information
- Allows user to post
- Re-tweet without caution

Social media policy and guidelines

Available to download from https://www.gaa.ie/downloads/



Traditional media relations

Relationships with the media

- Balance between digital, social and traditional
- Forging relationships with traditional media
- Dealing with queries
- Communicating Association policy
- Dealing with controversy
- Crisis management process

Successfully fulfilling your role

Working with the County PRO

- Communicate club game results
- Use the fixtures/results system

Getting help

- Delegation
- Advantages of delegation
- How to delegate

1. What are the jobs?

2. Who can help?

Sources of information

- Fellow and Previous Role Holders
- County Secretary
- Central and Provincial Staff
- Official Guide and Club Constitution
- Club Support Manual
- Learning Portal

GAA Learning Portal

- View additional workshops
- Register for events
- Download or print resources
- Access IT helpdesks

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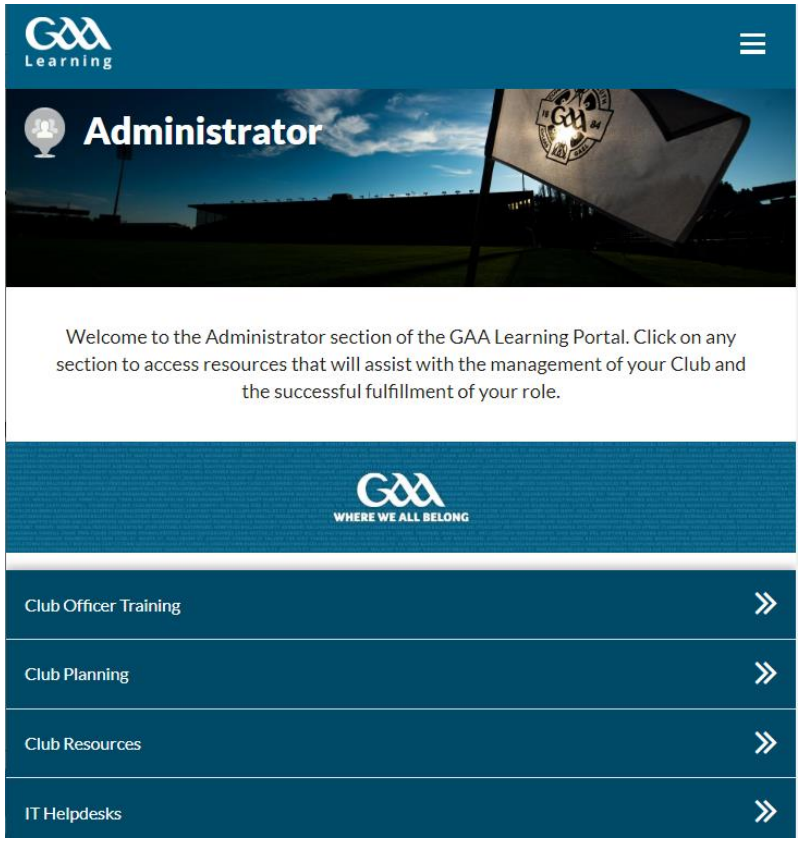
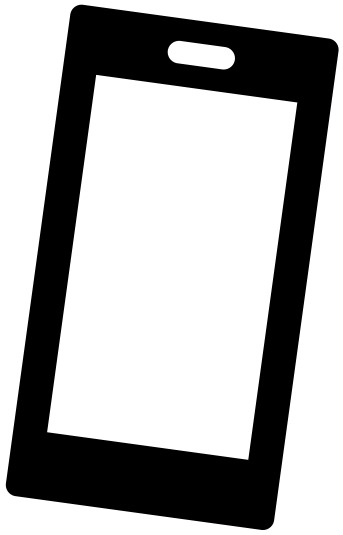


What did you think?

- Please take two minutes to give feedback – learning.gaa.ie/OfficerFeedback

- All respondents will enter a draw for 2 premium tickets to the Football League Finals in 2020



Go raibh maith agaibh