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## **Social Media at Tynedale RFC**

### **SOCIAL MEDIA - INTRODUCTION**

Social Media can be considered to mean “Websites and Applications that enable users to create and share content or to participate in social networking and communication”.

### **SOCIAL MEDIA APPLICATIONS USED AT TYNEDALE RFC**

- **Website**  
The Centre for all information relating to the Club and all the sections within the Club. Should be easily navigable and kept up to date.
- **Facebook**  
An online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others  
Used to share latest club information to all via the Tynedale RFC Page and also used to administer/communicate within sections of the Club using Facebook private groups.  
Can be used to live stream.
- **Twitter**  
Twitter is basically centered around real-time or “in-the-moment” conversation. Also used to publicise more detailed information on the Club’s website and promote the club. Capable of quickly accessing a wide audience.  
A Twitter post (a ‘tweet’) is restricted to 280 characters in size.
- **Instagram**  
Allows users to share photos and videos, and hosts live streaming capabilities
- **WhatsApp**  
Primarily used for communication/messaging within a group of people with the same interest.
- **YouTube**  
Largest and most popular video sharing platform
- **LinkedIn**  
Focuses on professional networking and career development. You can use LinkedIn to display your resume, search for jobs, and enhance your professional reputation by posting updates and interacting with other people.
- **Email**  
Communication and sharing of files. Best tool for ‘alerting’ members to something.

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## Social Media at Tynedale RFC

### OTHER SOCIAL MEDIA APPLICATIONS (not aware of any use at Club)

- Snapchat
- TikTok
- Reddit
- Messenger
- Etc etc

### FACEBOOK (Facebook Page v's Facebook Group)

When any **Facebook** user connects to (likes) a **page**, they can subsequently easily gain access to everything posted on that page. A **Facebook Group**, on the other hand, stands more as a forum. It's purpose is more of a discussion platform and communication space for people with similar interests. (eg. The Tynedale Colts group is a Private Group and is used for communication and sharing of information within members of the group who are restricted to Colts Coaches, Colts Players, Parents etc)

### TWITTER v's FACEBOOK v's INSTAGRAM

1. Instagram is owned by Facebook
2. Research (taken from the Internet) suggests:-
  - Facebook is used more by 'adults'
  - Twitter is used by more younger users
  - Instagram is a favourite of the 18-29 years old group

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## **Social Media at Tynedale RFC**

### **OBJECTIVES OF SOCIAL MEDIA AT TYNEDALE RFC**

Increase awareness of what Tynedale RFC is offering and consequently increase support, membership, player recruitment, sponsorship, advertising and premises hire.

Build an accurate and easily accessible picture/awareness of what is going on at Tynedale RFC and what the Club is 'all about'. (Friendly, community club with a wealth of history which offers 'rugby for all').

Facilitate effective administration, communication and interaction for groups/sections within the Club.

#### **Internal and Public**

- Advertise/promote future Club Events and Matches.
- Report on Club Events and Matches
- Report on individual and team achievements.
- Provide a repository of the Club's rich history. (website)

#### **Internal**

- Management communication as to what has happened and what is being considered/planned.
- Facility to provide feedback to management. (management/member interaction)
- Effective interaction and organisation within the various club sections/teams.

#### **Sponsors/Advertisers**

- Offer a wide reach/audience – large numbers of members/followers.
- Incorporate sponsors/advertisers in Posts where possible/appropriate.

#### **Target Audience**

- Club Members
- Past Players
- Wider Rugby Community
- Local Community
- Potential partners/sponsors/advertisers

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## **Social Media at Tynedale RFC**

### **CURRENT SOCIAL MEDIA AT TYNEDALE RFC**

#### **Club Website**

[www.tynedalerfc.co.uk](http://www.tynedalerfc.co.uk) (<https://www.pitchero.com/clubs/tynedalerugbyfootballclub/>)

Primary Webmaster: Wallace Cousin

Webmasters:

Team Administrators and Coaches can also update their areas of the website.

#### **Club Facebook Groups**

Tynedale RFC Players

Tynedale RFC Colts

Tynedale RFC Merchandise

Tynedale RFC Touch Rugby

Tynedale Panthers

Tynedale Youth Coaches

*Various Age Groups*

#### **Facebook Pages**

Tynedale RFC

Administrator: John Austin

#### **Club Twitter Account**

Account Name: Tynedale RFC

Username/Handle: @tynedalerfc (not case sensitive)

Administrator: Wallace Cousin

#### **Other Twitter Accounts**

Tynedale RFC Touch (@TyneRFCTouch)

#### **Instagram Account**

User: tynedalerugby

Administrator: JohnAustin

#### **Whatsapp Accounts**

Numerous accounts in existence and in use (No control possible over these)

#### **YouTube**

Account Name: Tynedale RFC

Unused for 5 years – not sure who administers account (James Mullins?)

#### **LinkedIn Account**

Account Name: Tynedale Rugby Football Club Limited

Ian Lewis uses to message some past-players and intends to centre more on sponsorship as it is more business focused.

#### **E-Mail**

The Club no longer has its own E-Mail address as such. Retired Membership Secretary, Tim Tatman, uses his own E-Mail account for communication with Adult Club members on a regular basis during the season.

#### **Youth Section use of Social Media (Oct 2020)**

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## Social Media at Tynedale RFC

Each age group within the youth section utilises its preferred social media application to internally communicate with players, coaches and parents. A snapshot of the uses of the various age groups in 2020 is in following table:-

AGE GROUPS	SOCIAL MEDIA USED
U6	WhatsApp
U7	WhatsApp
U8	WhatsApp
U9	WhatsApp + private Facebook group
U10	WhatsApp, Teamo?
U11	WhatsApp + private Facebook group
U12	Facebook + GMS
U13	WhatsApp + Facebook page
U14	WhatsApp + Facebook page
U15	Facebook private group + EMail
U16	WhatsApp

### Social Media Users/Followers

Website Members: 1416 (14/07/2023)

Website Unique Visitors: circ 400/day (2023) in season

Instagram Followers: 2,353 (05/07/2023)

Club Facebook Page Followers 3,501 (05/07/2023)

Club Twitter Followers: 4,243 (14/07/2023)

Club LinkedIn Followers: 219 (14/07/2023)



## **Social Media at Tynedale RFC**

### **GUIDELINES, STANDARDS AND RULES**

#### **Control over information posted**

Consider who the audience are – eg. Inter club banter is not suitable in all social media applications where a more 'professional' image is appropriate.

In certain social media applications restrict number of people who have the rights/permissions to post messages and articles – ideally all should be filtered through certain posting 'editors'/administrators.

#### **Deleting Posts**

Whilst posts deemed as negative or inappropriate should be discouraged great consideration and sensitivity necessary before any post is deleted – a conflicting opinion is not necessarily negative and member opinions should be encouraged.

If a post is factually inaccurate then an appropriate reply to that post should be made pointing out the mistakes – the original post should not be deleted.

#### **Frequency of Posts**

Difficult to quantify but a 'good balance' should be reached between regular/informative posts and 'over-posting' when repetitive/trivial posts might be perceived as nuisances and persuade followers to leave.

#### **Sponsor Recognition**

Wherever there is an opportunity we should try to recognise/acknowledge our sponsors. (eg. Include main sponsor logos on Team Sheets)

#### **Use of Facebook**

People may have good reason why they or their children do not wish to join Facebook. This should be taken into consideration by any group wishing to use Facebook for their internal administration/communication.

#### **Standards to be applied**

- Posts which are scaremongering are candidates for deletion.
- Posts should not be insulting to any group or any individual.
- Posts should not mock any group or any individual.
- Posts should show respect to all regardless of opinions and beliefs.
- Posts should not contain foul language.
- Where possible a post should contain a graphic.

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## **Social Media at Tynedale RFC**

- Information/data included in posts should be accurate.
- GDPR should be followed at all times.
- Safeguarding issues need to be considered especially for age grade teams. (Great care in particular needs to be taken in the posting of photos and videos)

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