

## Section 14

# 14

# Recruitment, Communications & Promotion

### 14.1 Sports Guide

This is the annual sports guide published by the AUC and is the official sports handbook for students, staff and visitors to the University. It functions as an all year round reference book and provides in-depth information on all UCD sports clubs. Clubs are requested to submit information and high quality images for publication. Forms will be sent to each club Secretary at the end of the Spring trimester requesting their clubs submission. The information submitted by clubs for publication is also used to update the clubs section on the UCD Sport website.

### 14.2 Sports Website

UCD Sport presently has a website [www.ucd.ie/sport](http://www.ucd.ie/sport) this site is attached to the UCD main page. On the UCD Sport site you will find a "Clubs" section at [www.ucd.ie/sport/clubs](http://www.ucd.ie/sport/clubs) where a description and contact details are posted on each club. The website is updated on an almost daily basis.

The "Running Your Club" section on the website is where clubs can download important and useful information and forms e.g the Club Operations Manual, grant application forms, senior treasurer nomination form etc. Clubs also feature in the main news section of the site and are asked to regularly submit news articles, videos and images for publication. Clubs are encouraged to submit match reports, away trip reports, and information on community or charity work to be published and shared online.

In addition, the UCD Sport website is also linked to the main UCD Events calendar and clubs are asked to post all their major events and fixtures on the Events calendar. [www.ucd.ie/events](http://www.ucd.ie/events)

### 14.3 Sports Expo

Sports Expo is usually held during the second week of trimester 1 in Hall B of the Sports Centre. The Sports Expo is the main opportunity for clubs to recruit their members and provide information on their activities.

At the Sports Expo, each club will be provided with a stand and all clubs are encouraged to organise demonstrations/ displays of their respective sports. Stand application forms are usually distributed during the end of the Spring trimester.

With a footfall of over 10,000 people to the Sports Expo over the four days it is an important recruitment tool for all clubs and essential that all clubs have a presence at their stand throughout the week to provide information and sign up new members.

#### **Think about what is your club's Unique Selling Point?**

What makes your club the right choice? Think about what you have to offer and sell to prospective students.

**Handouts.** We advise keeping handouts to a minimum to align with the university's move for a more sustainable campus. Clubs could instead print a QR code that students can scan that takes them to their club web page or a certain social media post with more details.

**Know your dates.** Trials, training times and days are all essential, but have you planned your first social or an introduction meeting before a training session?

**Your stand.** Having an attractive stand will help you stand out from those around you. Think about the following:

- **Equipment:** Use your equipment to make a statement. If you have a boat, why not bring it? Got some skis? Hang them on the stand.
- **Demos:** Make sure that you are wowing the audience with all that you do.

- **Clutter free:** While it is good to have photos make sure it is clear who you are by keeping posters large and easy to read from afar.
- **Tables:** While you are provided with a table, you don't have to stand or sit behind it. Get out in front and interact with all your new members.
- **Numbers:** Limit the number of committee/ club members at the stall as it can be very intimidating for a prospective member to approach a large group.
- **Shiny things:** A well presented stand with trophies and silverware will make sure freshers are in no doubt about how successful your club is.

Because of the scale of Expo, we ask you to tell us in advance what you are planning and bringing on the Sports Expo registration form. Please give us as much information as possible so we can make sure everyone is safe.

We want the Sports Expo to be as successful as possible for you so help us help you and always feel free to come and talk to us if you want to try something new.

#### 14.4 Refreshers Day

Refreshers Day provides another opportunity for clubs to formally recruit members. Organised by the AUC and the Societies Council, Refreshers Day is usually held for one day in late January/early February in the Astra Hall, UCD Student Centre. Stand application forms are usually distributed to clubs during December.

#### 14.5 Public Relations Officers

All club committees **MUST** have a designated Public Relations Officer (PRO) whose job it is to publicise the clubs activities and achievements. One of the key responsibilities of the PRO is to promote and advertise the activity and success of the club. The PRO is also requested to provide this information along with images and videos and any other relevant club information to the Sports Office ([sport@ucd.ie](mailto:sport@ucd.ie)). The club is required to ensure their respective websites and social media platforms are kept up to date.

Help us to promote your clubs activities and achievements by following some simple guidelines when writing match reports and stories.

What to include?

- Facts – venue, place, date(s) and opponents.
- What is it for? How important is it?
- Links to relevant websites.
- Results.
- Names! Who scored, who competed, year of study /course.
- Key moments and details.

- Quote (captain and/or coach).
- Good quality (high resolution) action photos.

We encourage all clubs to provide any and all information on their activities no matter how big or small. By providing us with this information, it will be much easier to publicise your activities and achievements. If you are late with the story, still send it in – we may still be able to use it for University publications, reports and websites.

**Online PRO Training** will be available early in the academic year, details will be emailed to clubs.

#### 14.6 Email Correspondence

All correspondence from the AUC is sent by email to the [@ucd.ie](mailto:@ucd.ie) club email address for your club. Please ensure that this email is checked regularly. As all UCD sports club accounts are Google Group accounts, the membership manager should be able to add and delete members as required. All club accounts are sponsored by the Executive Secretary who also needs to remain as an account manager on each club's account. Should you require any assistance with your club email please contact the Executive Secretary. Email accounts are updated on an annual basis by UCD Sport. If you require further assistance with your account you should contact [ithelpdesk@ucd.ie](mailto:ithelpdesk@ucd.ie)

#### 14.7 Social Media

Alongside our official website, UCD Sport is on Facebook ([@ucdsport](https://www.facebook.com/ucdsport)), Twitter ([@ucdsportsclubs](https://twitter.com/ucdsportsclubs)) and Instagram ([@ucdsport](https://www.instagram.com/ucdsport)) and other platforms which can be accessed via the UCD Sport website. Our Instagram and Twitter pages are proving very popular with over 10,000 visits to the pages each week during term. As the pages are updated daily with news, match reports, events and photos they are the best ways for you to keep up to date with all the news and events that affect you and your club.

It is also really easy to cross promote yourself on the back of UCD Sport's number of fans and followers. By tagging us in your posts or tweets we can re-publish and retweet your information, getting out your message to many more people than clubs traditionally have on their own pages.

#### 14.7.1 AUC Social Media Policy for Affiliated UCD Sports Clubs

##### Purpose

The UCD AUC recognises that the use of social media by its affiliated clubs plays an important role in helping to promote a club when used appropriately. Whilst offering many opportunities social media also presents significant risks. The purpose of this policy is:

- To educate, assist and protect UCD Sports clubs, its members, the AUC and the University.

- To promote good practice in the use of social media.

### Scope

This policy applies to all AUC affiliated club members, this includes, but not limited to, players, coaches, volunteers, committee members, supporters and mentors. It governs the use of social media platforms used to communicate on behalf of UCD Sports clubs, this may occur using the following means:

- Social media sites affiliated to UCD (e.g. your club's Facebook account).
- Commenting/posting on social media sites where UCD is associated with or identified.
- Social Media for personal use where UCD is associated with or identified.

This policy applies to the various social media platforms including, but not limited to:

- Social networking sites.
- Video and photo sharing sites.
- Forums and discussion boards.
- Blogging sites.
- Text messaging services.

### Standards

Users of social media, those outlined above under Scope, must at all times adhere to the following standards:

- Access to posting on your social media platforms should be limited to two/three people (Social Media Editors), one of whom should be your club's Public Relations Officer (PRO), the other should be the person responsible for GDPR on your committee. All your Social Media Editors must be committee members and must sign the Committee Members Code of Conduct. These individuals should be your only authorised spokespersons on your social media platforms. Contact details for these individuals should be held by the club captain.
- The club committee should agree in advance what type of content can be posted on your social media platforms. The Social Media Editors are responsible at all times for the content on your social media platforms. Before content is published by them, it should be reviewed to ensure it meets the club's content criteria. Furthermore, the Social Media Editors need to monitor public comments posted to ensure their appropriateness. Where complaints are made to the AUC regarding content posted on a club site, the AUC will contact the club captain to discuss the appropriateness of the content.
- Ensure your social media platforms are secure. Only the club's Social Media Editors should know the password/s; these must be changed

when there is a handover of these committee positions.

- All content should be suitable for persons under 18 years of age.
- Enable appropriate privacy settings on all social media platforms.
- When posting photographs or videos you must have the appropriate permissions.
- Content should not be based on opinions, politics, sensitive topical issues, sex, "slagging", ambiguous commentary which could be misinterpreted or commentary on other related organisations.
- Do not post any information that is confidential to the club, its members or any third party that has disclosed information to the club.
- Ensure that all content on your social media platforms is accurate and up to date; content should be removed where it is no longer required.
- Be polite and respectful, posts should always align with the values of the AUC such as equality, fairness, transparency.
- Do not mix your official club role with your personal life online. There must be a clear distinction between the two.
- Do not promote or advertise a commercial product or business except those approved by the AUC.
- Ensure you display your comments policy on your social media platforms; this outlines the rules of conduct to encourage positive discussion. Where comments do not comply with your comments policy remove them. Do not engage in on-line conversations regarding any matter outside of your comments policy.
- All UCD sport club members should be made aware that as a member of your club they are representing the club, the AUC and the University at all times. As such it is important that members understand how their own personal use of social media can impact others and reflect on their club.
- UCD Sport must be permitted to view all social media titles as a UCD sports club.
- Breaches of this policy may lead to disciplinary action by the club, the AUC and/or by the University.

**Please note the UCD AUC will not publish the details of any online social media groups set up by UCD sports clubs. Furthermore the UCD AUC will not publish the details of any social media platform, belonging to a UCD sports club, that has been inactive for 6 months or more.**

## Inclusive Social Media

Captions are really important for ensuring video content is accessible. They can help deaf people and hard of hearing people to follow videos as well as people who may have concentration or processing difficulties and those stuck in loud, busy environments!

### Captions on Zoom

### Captions on Instagram

Provide descriptive image captions such as Alt Text. Alt Text ensures that blind and visually impaired people who use screen readers can enjoy your posts! This is different to captions. It is a description of what is in your post or picture.

See [HERE](#) for a guide on inclusive design of social media.

Further advice and guidelines on Access Inclusive for your club can be found on the [UCD Access and Lifelong Learning website](#).

## Related Documents

- UCDs' Dignity And Respect Policy.
- UCD Sport, UCD Sport and Fitness and UCD Student Centre Child Safeguarding Statement.
- Code of Ethics and Conduct for Sports Club Coaches.
- [Code of Conduct For Sports Club Committee Members](#).
- Social Media Guidance Document For Sports Club Members.
- UCD's Data Protection Policy & Guidance Document.
- UCD Student Code.
- UCD Alcohol Policy.
- AUC Club Code of Conduct.
- AUC Disciplinary Process.

## Related Regulation

- General Data Protection Regulation (GDPR).
- Copyright and Related Rights Act.
- Social media terms of use.
- Defamation Act.
- Children's First Act.

## Sample Comments Policy

This is an open forum, and we encourage you to get involved, however, it's also a family friendly one, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. Posts and comments in breach of these guidelines will be removed:

- We do not allow graphic, obscene, explicit or

racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organisation.

- We do not allow comments that suggest or encourage illegal activity.
- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.
- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.
- The appearance of external links on this page does not constitute official endorsement on behalf of UCD Sport.

## 14.8 Mobile Application

UCD Mobile Application provides access to a range of resources while you are on-the-go. The services are targeted at the UCD community and will be especially useful for current and prospective students. The app also allows you to check programme information, access Brightspace, check the Staff Directory, and find your way around campus with the interactive map. Visit <https://www.ucd.ie/newstudents> for more information on the full range of services available.

## 14.9 UCD Regulations and Guidelines Regarding Posters and Promotional Material

In the interests of creating a positive and safe learning and working environment, the following guidelines have been drawn up in consultation with staff and students. It is the responsibility of all Student Union Officers, Society Auditors, Club Captains, committee members and staff members, to be aware of the regulations and guidelines covering poster and advertising material. It is the policy of the University not to allow the display or circulation on campus of promotional material for commercial events; the display and circulation of promotional material on campus is a privilege extended only to the Students' Union, recognised Clubs and Societies and other bona fide University organisations. Promotional material or staff for commercial or other external events will be removed from UCD property, and further action will be taken where necessary. Any Society, Club or group which allows its title or logo to be used to promote a commercial event or venue will be in breach of University regulations and the University, Recognition Committee or Athletic Union Council may take disciplinary action.

### Guidelines for the Content of Posters

Broadly speaking, care should be taken to ensure that any images or content should appear in context and not cause undue offence to the University population, or

to a specific grouping within the University. Attention is hereby drawn to the University Policy on Dignity and Respect, which applies to all students and staff, and also to the national legislation in the area, including inter alia the Equal Status Act (2000), the Employment Equality Act (1998) and the Prohibition of Incitement to Hatred Act (1989). Equally however, it is also the policy of the University to protect freedom of expression and intellectual enquiry and to ensure that they are exercised in such a way as they do not interfere with the rights of others, or breach the laws of the state.

Complaints and breaches of good standards in this area may be considered by the Recognition Committee, which has broad powers in relation to Society discipline, by the Athletic Union Council, which has similar powers in relation to Clubs, by the Independent Appeals Board, which deals with disciplinary matters relating to the Students' Union and by the University itself, where jurisdiction falls outside the remit of the above bodies.

Formal complaints against society posters must be submitted to the Societies Officer, formal complaints against club posters to the Athletic Union Council and against a Student Union poster to the Independent Appeals Board.

Clubs, Societies and other groups organising events on- or off-campus may not advertise free or cheap drinks as the main attraction of the event. Posters or other promotional material contravening this regulation will be removed and the University, Recognition Committee or Athletic Union Council may take disciplinary action against any group, Society or Club respectively that contravenes this regulation.

### Guidelines for the Display of Posters

1. The name of the sponsoring UCD club, society or organisation must be clearly displayed on each poster.
2. No private organisations have a right to display posters. Students must not assist private organisations in doing so.
3. Posters may be displayed only on designated notice boards throughout the buildings and campus and on the clusters of coloured boards on the ground floor of the John Henry Newman Building.
4. Posters must not be hung on walls, on doors, on glass, in lecture theatres or from ceilings, or stuck to the ground.
5. During Students' Union sabbatical elections the Returning Officer has control of one board in every three in the Newman building.
6. The Library Tunnel must not be used for the display of posters.
7. Blanket coverage of notice boards by posters for any one event or by any one grouping will not

be allowed. Posters for any one event may, at a maximum, occupy only one quarter of the space provided on clusters of noticeboards.

8. Noticeboards on the narrow sides of pillars on the library concourse are reserved for posters of A3 size or less. The maximum allowed size for posters on all other boards is A2. No more than 2 posters for any one event or series of events can be attached together for posting. No more than 2 posters for any one event can be posted together. No more than 4 posters for any one event or series of events can be attached together for display on the notice boards on the wall of the library concourse. Events can be advertised using either full size posters or reduced size posters; groups are not permitted to monopolise space by using a range of different sized posters for the same event.
9. The use of stickers is strictly prohibited.
10. The use of freestanding panels or stands for advertising events, and the location of these in designated areas, must be sanctioned in writing in each instance by the Building Manager.
11. It is the responsibility of the sponsoring club, society or organisation to remove their posters after their event has taken place.
12. Any club, society or organisation that wishes to put up posters are permitted to remove any out-of-date posters still displayed on their designated noticeboards.
13. All outdoor posters will be removed by Services on Thursdays, except those under regulation 5 above. Poster removal in other buildings will take place weekly, on a day set by the Building Manager. Outdoor postering will begin at 08.30 on Thursday mornings, or earlier as called by the Societies Officer.
14. Infringement of these regulations will result in the immediate removal of posters by the University and disciplinary action where necessary.

In addition to physical postering, UCD Sport & Fitness provides a Digital Poster board for notices, events and student announcements. Clubs can submit pre-made posters or designs in the required format (1080 x 1920 Pixels) to promote an event or up and coming competition they may be hosting. Similarly the UCD Student Centre provides a number of Digital TV Screens which can also be used for club activity. Images and designs for the tv screens must again be in the correct format (366 x 768 Pixels) and clubs should email the completed design to [sport@ucd.ie](mailto:sport@ucd.ie) to activate them.