

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 last semester requesting their club 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 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.htm where an article and contact details are posted on each club. The website is updated on an almost daily basis.

There is a brand new "Clubs" section on the website 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 article, videos and images for publication. Clubs are encouraged to submit match reports, away trip reports, 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.](#)

14.3 Club Websites

In addition, to the individual club pages on the UCD Sport website, all clubs are invited to attach their own website to the UCD Sport "Club" section. Furthermore, please be advised that club websites can be hosted on the UCD server, in order to do this the following must be done:

- Complete a web account registration form for Clubs and Societies which can be found at: www.ucd.ie/itservices/internet/socrenewal.doc
- Captains should fill out this form, get it signed by the AUC Executive Secretary and then return it to the Web Unit. If the club already has a Web account the renewal form should be filled out when the officers of the club are changed.

Where your club website is hosted on an alternate server please supply details so that a link can be established to your site.

Please note that it is essential that you have a reliable person who will update your site regularly with information on events, results, profiles, etc. Without this the benefit of having a website is nullified.

14.4 Sports Expo

The Sports Expo will be during the second week of term from Monday 18th to Thursday 21st September inclusive. Located in Hall B of UCD Sport, the Sports Expo is the main opportunity for clubs to recruit their members and provide information on their activities. Each club is 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 last term of the academic year.

With a footfall of over 10,000 people to the Sports Expo over the four days it is an important recruitment tools 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 clubs Unique Selling Point? What makes your club the right choice? Think about what you have to offer and sell to prospective students.

Handouts. If you are providing literature at the Sports Expo, what information are you going to give? Contact details are a must. Also make sure flyers are eye-catching and won't find themselves in the bin as soon as it's out of sight of your stand. Get out around Campus! Get dressed up in your club gear and get out around campus to encourage people to come down to the Sports Expo and your stand.

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.

14.5 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 early February in the Astra Hall, UCD Student Centre. This year Refreshers Day will take place on

Wednesday 31st of January 2018. Stand application forms are usually distributed to clubs during December.

14.6 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 Georgina Dwyer in the Sports Office. The club is required to ensure their respective websites and social media platforms are kept up to date.

Often clubs complain that we're not covering their success but the same clubs fail to provide us with the information to publish!

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 website.
- Result
- Names! Who scored, who competed, year of study/course.
- Key moments and details.
- Quote (captain and/or coach)
- Good quality (high resolution) action photos

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. Please note that penalties, financial or otherwise will be imposed on clubs who do not provide information to UCD Sport. This particularly applies to clubs who have dedicated sports development Officers and staff.

14.7 E-mail Correspondence

All correspondence from the AUC is sent by email to the @ucd.ie club email address for your club. Please ensure that this email is checked regularly. Should you also wish emails to be directed to someone else please advise 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

14.8 Facebook & Twitter

Alongside our official website, UCD Sport is on Facebook (ucdsport) and Twitter (@ucdsportsclubs) and other platforms which can be accessed via the UCD Sports website. Our Facebook 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 re-tweet your information, getting out your message to many more people than clubs traditionally have on their own pages.

14.8.1 Club Social Media Guidelines

While we don't want to curb your fun online we do ask you to be responsible when using social media that is linked to UCD. A lot of visits to pages are from parents checking out the University on behalf of their children, and the last thing we want them to go away thinking is that all sports clubs are about is drinking and having a good time!

To that effect, here are our top tips for responsible and effective social media:

- Be careful what photos you post on "open" pages. Once they are published they are there forever!
- Get permission before you put up photos of people outside of the sporting environment i.e. in a social context. Also be careful about tagging people in such photos
- Make someone the administrator of the page and agree a policy on what can and can't be published.
- Watch posts by others on your page to make sure that the content is suitable.
- If you notice old pages or twitter feeds for your club, contact Facebook / Twitter and get the pages removed or purged with your current page.
- Make sure you keep the "about" section and content up to date so that people keep coming back.
- Make sure you use loads of photos of sporting activity on the page, as they create interest.
- Clubs can have closed groups for that years club members, team or committee, however clubs MUST have a public page providing information on the club.
- Research has shown that-
 - you should change your top banner picture regularly to highlight key news items.
 - people only scroll down 2-3 stories, so pin your main story to the top of your page.
 - Use your free facebook insight to see when people are looking at your page as key traffic is often late at night and weekends. To accommodate this you can use scheduled posts etc.

14.9 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. With UCD mobile App a full range of sports news, fixtures and results are always at your fingertips. The app also allows you to check Programme information, access Blackboard Mobile Learn, check the Staff Directory, and find your way around campus with the interactive map. Visit www.ucd.ie/mobile for more information on the full range of services available.

14.10 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 so doing.
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 noticeboards 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 noticeboards 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.