

**TELL YOUR STORY
SOCIAL MEDIA AND
PRESS RELEASES**



Why Social Media Matters

Social media connects your club to members, supporters, sponsors, and the wider community. It raises awareness, builds reputation, and attracts new players and partners.

Step 1: Set Up Your Accounts

- **Facebook:** Best for community news, event promotion, and family engagement.
- **Instagram:** Great for photos, reels, and short videos showcasing players, games, and behind-the-scenes moments.
- **X (Twitter):** Use for live updates, scores, and quick announcements.
- **LinkedIn:** Target businesses, potential sponsors, and professional networks.

Tips:

- Use the same club name, logo, and colours across all platforms.
- Add clear contact information and links to your website.
- Keep bios simple and consistent.

Step 2: Create Content

Post regularly to keep your audience engaged.

Content can include:

- Match updates (fixtures, scores, highlights)
- Player spotlights (profiles, achievements)
- Behind-the-scenes (training, volunteers, preparation)
- Community impact (school visits, fundraisers, partnerships)
- Calls to action (join the club, register, buy tickets)

Posting frequency: Aim for 3–4 posts per week across platforms.

Use visuals: Photos and short videos get more engagement than text-only posts.

Utilise Free Apps: Whatever your ability, make the most of the various free video-editing and graphic-design apps to create content more easily and quickly



Step 3: Write Engaging Captions (Platform Guide)

Each platform has its own style. Keep your audience in mind:

- **Facebook:** Conversational and community focused. Example: “Our U12s had a fantastic weekend at the local festival. Thanks to all the parents and volunteers for making it happen!”
- **Instagram:** Short, visual, fun. Use emojis and hashtags. Example: “Teamwork makes the dream work 🤝 #GrassrootsRugby #ClubNameFamily”
- **X (Twitter):** Short and sharp, with real-time updates. Example: “Full-time score: Club 24 – Opponents 21 🏈 Great fight to the end! #RugbyPacific”
- **LinkedIn:** Professional and formal. Highlight impact, values, or partnerships. Example: “We are proud to launch our new women’s rugby programme, supporting pathways for players in [region]. Thanks to our partners for making this possible.”

Social Media Post Guide

Great for quick updates, promoting events, or celebrating moments.

Format		Example post
Hook (1st Line)	Grab attention. Use emojis, excitement, or a question. Example: 🏆 HISTORY MADE! Fiji Women take the win in a thriller against Samoa 🔥	💙 FULL TIME 💚 Fiji Women 24 - 18 Samoa A huge win for the team in a hard-fought Pacific clash!
Key Info (Short and Punchy)	Who won? What happened? When and where? Example: A strong second-half performance saw Fiji Rugby Women come from behind to win 24-18 at Churchill Park.	“We knew what this meant to our fans and families — we gave it everything.” – Captain Alfreda Fisher 📸 Photos coming soon 📅 Next game: Tonga vs Fiji – 13 July
Reaction or Quote – Optional (Probably better for Facebook)	Add flavour with a coach or player comment (optional). Example: Coach Ana: “The girls dug deep. This win means a lot to us and our supporters.”	#FijiRugby #PacificPride #WomenInRugby #OceaniaRugby
What’s Next or CTA (Call to Action)	Tell people what to do or watch next. Example: Catch the team in action next Saturday v Tonga. 📅 🏈	
Tips • Keep under 250 characters on Facebook or Instagram • Use 2–5 hashtags (not more) • Always include a photo or short video if possible • Tag relevant pages (e.g. @OceaniaRugby, @WorldRugby)		

Step 4: Manage and Measure

- **Assign one or two volunteers to manage accounts.**

Choose people who are comfortable with phones and social media. Give them clear roles—for example:

- One person posts content
- One person checks messages and comments
- Both review performance once a month

- **Use free scheduling tools (e.g. Meta Business Suite for Facebook & Instagram).**

Using a scheduler helps clubs stay consistent even when busy.

How to do it:

- Go to Meta Business Suite (on desktop or phone)
- Select Create Post
- Upload your photo/video and caption
- Choose Schedule instead of “Post Now”
- Pick a date/time when your audience is online

This means your posts go out automatically without needing someone available at that moment.

- **Track likes, shares, comments, and followers to see what works best.**

This helps you see what type of content your community enjoys.

How to track it simply

- Open the post and look at the numbers under it 🍌👍💬🔗
- Write them down once a week (or monthly)
- Compare which posts got the most engagement
- Take note of:
 - What type of post it was (photo, video, announcement)
 - What the caption style was
 - What time/day it was posted

This shows what works best so you can repeat it.

- **Review reach & performance monthly using free analytics tools**

Most platforms show simple performance data.

How to check reach:

- In Meta Business Suite, click Insights
- Look at Reach, Views, Followers, and Top Posts
- On Instagram or TikTok, click Professional Dashboard → Account Insights

Review questions to ask monthly:

- What type of post reached the most people?
- What time/day got the most engagement?
- Are followers increasing, staying the same, or dropping?
- What should we do more of next month?



Press Release Basics for Rugby Clubs

Why Press Releases?

Press releases help share official news with local media, sponsors, and your community. They can highlight club achievements, announce events, or celebrate partnerships.

Step 1: Structure

A press release should be one page and include:

1. **Headline** – Clear and catchy (e.g. “*Local Rugby Club Launches Girls’ U16 Team*”).
2. **Sub-headline** (optional) – Adds extra detail
3. **Lead paragraph** – Answer who, what, when, where, why.
4. **Body paragraphs** – Provide background, quotes from coaches/players, key details.
5. **Closing paragraph** – Next steps (e.g. match times, registration info).
6. **Contact details** – Name, phone, and email for media follow-up.

Step 2: Tone & Style

- Keep sentences short and factual.
- Write in third person (e.g. “The club announced today...”).
- Include a strong quote to make it personal and engaging. (e.g. “Today’s performance showed our commitment to the community and the jersey,” said Captain Alfreda Fisher).

Step 3: Distribution

- Send to local newspapers, radio, and TV stations.
- Share on your club’s website and social media.
- Email directly to sponsors and partners.

Tip: Always attach one strong photo (action shot or team photo) with permission to use.



Press Release Template

Ideal for major announcements (e.g. match results, partnerships, events, player milestones).

Structure		Example
Headline	Catchy, clear, and newsworthy. Example: "Fiji Rugby Women Secure Historic Win at Oceania Championship"	Fiji Rugby Women Secure Historic Win at Oceania Championship Victory marks Fiji's first win over Samoa since 2019 The Fiji Rugby Women's team defeated Samoa 24–18 on Saturday 6 July at Churchill Park in Lautoka, securing their first win over their Pacific rivals in five years. The hard-fought match showcased Fiji's growing depth and the team's determination to start their 2026 campaign strongly.
Sub-headline (optional)	Adds extra detail or context. Example: "Victory marks first win over Samoa since 2019"	
Lead paragraph	What, Who, Where, When, Why: Summarise the key info in one strong paragraph. Example: "The Fiji Rugby Women's team defeated Samoa 24–18 on Saturday 6 July at Churchill Park, Lautoka, securing their first win over the Pacific rivals in five years."	A powerful second-half performance turned the tide for Fiji, who trailed narrowly at halftime. Tries from Litia Drova and Merewai Vueti reignited the team's momentum, while disciplined defence held off a late Samoan surge. Strong combinations across the forward pack and backline ensured Fiji controlled possession in key moments. "We knew how much this match meant to our fans and families," said Captain Alfreda Fisher. "Every player stepped up today. The team showed heart, discipline, and belief when it mattered most." Head Coach Ana Ratu added: "This win is the result of weeks of preparation and commitment. The players stood up under pressure and earned a result they can be proud of. It sets a strong platform for the rest of the competition."
Body paragraphs	More detail: Include player quotes, stats, coach reaction, or event background.	
Closing paragraph	What's next: Wrap up with upcoming fixtures, plans, or final thoughts.	The victory also highlights the progress of Fiji's women's high-performance programme, which continues to strengthen pathways for Pacific female athletes through targeted training, specialist coaching, and development initiatives across the region.
Contact details	Include a contact name, phone, and email for media enquiries.	Fiji will now prepare for their next Oceania Championship fixture against Tonga on Saturday 13 July, where they aim to continue building momentum and solidify their standing ahead of the 2026 international season. Media Contact: Name Phone Email

Tone & Style

Clear and professional, short paragraphs (1–3 sentences max), use plain English, avoid slang, use active voice (e.g. "Fiji won" not "The win was by Fiji").

Social Media Weekly Planner Template

Use this planner to organise your weekly posts across platforms. Examples have been added to the Caption, Image/Video and Notes columns to assist.

Day	Platform	Post Type	Caption	Image/Video	Notes
Monday	Facebook	Match Update	Full-time score: Fiji Women 24–18 Samoa 🏈 A huge second-half comeback to claim a historic win! Match report coming soon.	Team huddle or match action photo	Post at 6pm when most followers are online
Tuesday	Instagram	Player Spotlight	Player Spotlight: Meet Litia Drova 🔥 Scored the momentum-turning try in Saturday's win! #WomenInRugby	Portrait photo of Litia or action shot	Use 3 hashtags max
Wednesday	X	Training Update	Mid-week training underway in Lautoka 💪 Eyes now on Fiji vs Tonga this Saturday. #FijiRugby	Short 8–12 sec video of training	Keep under 20 seconds for faster engagement
Thursday	LinkedIn	Sponsor Highlight	Proud to be supported by our partner Pacific Energy , helping strengthen pathways for women in rugby across the region.	Sponsor + team photo	Keep tone professional
Friday	Facebook	Event Reminder	📣 Game Tomorrow! Fiji Women vs Tonga — 13 July, 3pm at Churchill Park. Bring the family and get behind our team!	Graphic with match details	Tag local community pages
Saturday	X	Score Update	HALF-TIME: Fiji 12–10 Tonga. Strong defensive effort so far! #OceaniaRugby	Score graphic or live match photo	Post again at full-time
Sunday	Instagram	Post Match Highlights, Celebrations, Interviews	What a weekend! 🎉 Highlights from our clash with Tonga — big hits, big plays, big heart 💙 #FijiRugby #PacificPride	Carousel of 5–8 photos or short highlights reel	Tag players and partner pages

