



***THE
CAMOGIE
ASSOCIATION***
An Cumann Camógaíochta

Club PRO

Handbook

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Roles and Responsibilities

Camogie Executive Committee

Executive Committee is made up of the following Officers:

- Chairperson
- Vice Chairperson
- Secretary
- Treasurer
- Registrar
- PRO
- Children's officer
- Development Officer



Delegates to County Board

Executives must only serve same officer capacity for no more than 5 consecutive years

PRO Role and Responsibilities

- ✓ Promote Camogie
- ✓ Club website
- ✓ Social Media presence
- ✓ Relationship with media
- ✓ Match programmes and advertising
- ✓ Communications



Skills: excellent oral and written communication skills, good organisational skills, ability to work in a team, knowledge of social media and association policies

Record Keeping



PRO plays an important role in record keeping and should aim to keep all cutting, articles, photographs to record as part of the history of the club.

Effective Communication

- Communication is vital in the association
- Everyone who has a role within the club has a part to play in effective communication
- Encourage a proper flow of communication within the club to allow for smooth running of the club.
- Main function of PRO is to communication with general public on behalf of the club – this should **present a positive image of the club and the Association.**
- Therefore – this is one of the most important roles in the club.



Internal v External Communication

The PRO will have responsibilities to ensure there is effective communication both internal and external of the club. Examples of this type of communication include:

Internal	External
Club Officers	Club members
Executive committee	Wider community
Subcommittees	Club members living outside area
Players	Parents
Mentors	Sponsors
Managers	Media
Parents	
Volunteers	
County/Provincial Committee	

Impact of communication

Effective communication allows the club to be active in the general community.

Its allows parents and guardians see their children get meaningful activity and enjoyment and encourages people to get involved in the club. It also allows sponsors to see benefits in being associated with club.

<u>Good Communication</u>	<u>Poor Communication</u>
<ul style="list-style-type: none">• Meetings, games, events happen when planned• Required people are present• People know their role in the club• Club is 'selling itself' in local community• Attract new members and volunteers• Positive engagement with social media	<ul style="list-style-type: none">• Breakdown of club activities• Players miss training/games, officers miss meetings• Parents lose confidence in club• Club loses relevance in local community• 'closed shop' mentality• Misuse of social media



Digital and Social Media

Digital and social media is an engaging place and can help the club maintain an active and positive presence online. For the club it can:

- ✓ Increases awareness
- ✓ Attracts new members
- ✓ Engages with community
- ✓ Improves communication
- ✓ Shares fixtures, results and news

The Camogie Association have policies and procedures in place for use of social media within clubs:

- Must follow Camogie Social Media Policy
- Must complete a request for a club social media account – must have at least 2 people appointed by and answerable to executive committee.
- Camogie have a Social Media Setup guide
- Must have permission to use photographs of people including children (must have written permission from parent to unit's children's officer).

More details found at: <http://www.camogie.ie/social-media-policy-&-guidelines.asp>

Remember - these accounts must comply with laws and regulations including:

- a) Copyright and Related Acts
- b) Data Protection Acts
- c) Child Trafficking and Pornography Acts
- d) Defamation Act
- e) Prohibition of Incitement to Hatred Act

Social Media – Do's and Don'ts



DOs



DON'Ts

- | | |
|---|---|
| <ul style="list-style-type: none">• Follow Official Camogie County Pages• Tag other clubs' official handle @ when posting about them• Be consistent and correct ie. score updates• Target key hours (9am, 1pm, 7pm)• Consult with Official Guidance• Post fixtures and results of games• Highlight work of volunteers off the pitch• Use Irish and English when possible | <ul style="list-style-type: none">• Over-do it with links• Allow user to post• Re-tweet without caution• Share betting information |
|---|---|

Social Media Accounts



Facebook

Facebook is a social networking website and service where users can post comments, share photographs and links to news or other interesting content on the Web, play games, chat live, and stream live video.

Shared content can be made publicly accessible, or it can be shared only among a select group of friends or family, or with a single person.



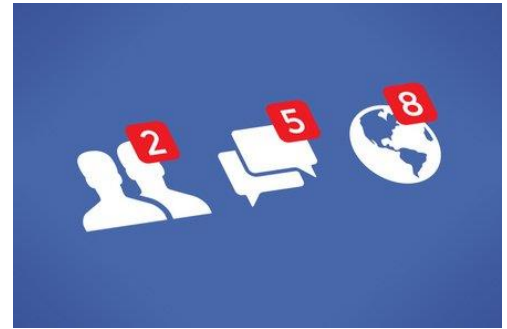
Clubs and Counties can use Facebook to promote upcoming games and other events, post videos, share content from other accounts and create positive interaction with the community of followers.

When setting up a Facebook page for a Camogie club it should be set up as a 'Like' page and not as a personal 'Friend' page. If your page is not currently set up as a 'Like' page there are simple steps you can take to migrate to this page format. More information on this can be found via Facebook.

Moderation on Facebook

Full pre-moderation is not available on Facebook, meaning that users' comments will appear on your posts without your approval.

However, if you're an admin of a Page, you can block certain words from appearing on your Page and turn on the profanity filter.



Blocking Words

When people include a word you've blocked in a post or comment on your Page, it won't appear on your Page.

To block words:

- Click Settings at the top of your Page.
- From General, click Page Moderation.
- Type the words you want to block, separated by commas. You'll need to add both the singular and plural forms of the word you want to block.
- Click Save Changes. You can unhide comments that contain blocked words by going to the comment and clicking Unhide.

Profanity Filter

You can block different degrees of profanity from appearing on your Page. We determine what to block by using the most commonly reported words and phrases marked offensive by the community. To turn on the profanity filter:

- Click Settings at the top of your Page.
- From General, click Profanity Filter.
- Select Medium or Strong.
- Click Save Changes.

Users who persistently break the rules of the site can be blocked.

Twitter

- Twitter is an online news and social networking site where people communicate in short messages called tweets. Tweeting is sending short messages to anyone who follows you on Twitter.
- Twitter is the perfect channel for Clubs and Counties to post live match updates and other timely news. Photos and video can be uploaded directly to Twitter. Links to external content such as news and match reports from a website is also a useful feature.
- Twitter is often the platform on which inappropriate comments are made due to the 'in-the-moment' nature of the platform and so admins should be highly aware when posting or moderating comments on this platform. As with all online channels, a Club or County account should never enter into public argument with negative posters



Instagram

- Instagram is a social networking app made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed.
- For Clubs and Counties, Instagram is the perfect platform for sharing the great photos that come from our Games.
- Instagram is like a simplified version of Facebook, with an emphasis on mobile use and visual sharing. Just like other social networks, you can interact with other users on Instagram by following them, being followed by them, commenting, liking, tagging and private messaging.
- Instagram administrators should be aware of legal restrictions around sharing photos and video taken OF and BY others on their account.



- Instagram Stories offer users the ability to post more timely content that will appear for 24 hours. Stories also offers other features such as polls and the opportunity to link to external content. It is the perfect way to give a behind the scenes insight to games and events.

Traditional Media

There must be balance between digital, social media and traditional media outlets. Papers and radio coverage should not be forgotten, it allows all people in the community to keep up to date and be part of the club. For this type of media to be effective, as a PRO, be familiar with various media deadlines and be consistent with sending reports/pictures etc.



Delegation

Delegation prevents one person becoming overburdened with a heavy workload.

- Identify suitable person or is interested or has experience in this area.
- Ensure they have time, skills and commitment required
- Support and praise

Advantages

- Increased motivation of club and committee members
- Development of skills
- Development of potential successor



Match Report Help Guide

When writing a match report remember the following...

<i>Competition name</i>	<i>Starbucks U40 Camogie Championship</i>
<i>Teams</i>	<i>Bally go Backwards v Bally go Forwards</i>
<i>Date, venue, time</i>	<i>Sunday, Croke Park, 3.00pm</i>
<i>Referee (If known)</i>	<i>Ref: AN Other</i>

- **Make sure to include the final score in the opening lines, and a brief synopsis of the game**

Eg: Bally go Backwards had a deserved but hard fought win over Bally go Forwards on Sunday, running out eventual winners on a scoreline of 2-2 to 2-1.

- **Include key turning points in the game – A goal, a block, an inspirational run.**

Eg: Deirdre Rooney won the puckout and laid off a pass to Ruth Murtagh who rounded her marker and rattled the Forwards net with an unstoppable shot.

- **Remember that it's not just about the forwards – Defenders deserve credit too!**

Eg: The Backwards half back line were kept busy throughout the second half as the Forwards rained ball down on them in an attempt to snatch a goal.

- **Steer clear of opinions – stick to the facts, don't push an agenda.**

Eg: The Backwards won but only cause the referee gave them every kind of a soft free possible as she had been told by Fixtures Committee that a draw would mean a three way play off.

- **Avoid formatting, tabs etc.**

Team lineout - Goalie; CB, FB, CB; WB,+ CB, WB; MF, MF; WF, CF, WF; CF, FF, CF

Bally go Backwards: Brenda McVeigh; Gillian McCartan, Denise Gordon, Louise Howard; Angelica Brannigan, Keira McKernan, Deirdre Rooney; Pauline Fitzpatrick, Karen King; Dearbhla Hughes 0-2 1F, Martina Poland 0-2, Claresta Maginn 0-2 1'45; Chloe Laverty 0-1, Ruth Murtagh 0-2, Marjorie Clarke 0-3 2F.

Subs: Celine Murdock 0-2 for McVeigh (H/T); Judy Colgan for King (inj) (52 mins); Petula McComiskey for Laverty 54 mins; Rosie Sexton for Poland 58 mins;

Yellow card: Karen King

Ref: P McEnaney (Monaghan)

H/T – half time, Inj – injured

Taking Notes

- ✓ Weather: 1st half – Sunny and Light Breeze 2nd half: - hail and rain towards the end of the match
- ✓ Understand your own shorthand.
- ✓ Double check half time/full time score with ref.
- ✓ Don't forget to list the subs & times they came on PLUS who they replaced
- ✓ Additional Info of game: Red cards etc
- ✓ Overall view of game, sometimes its handy to jot down this in case you aren't going to get to write report till following day
 - 'First half dominated by BGF.'
 - 'BGB started to get into it after half time but it was too late.'
 - Best players for BGF were Karen King; Dearbhla Hughes, Martina Poland.
 - Great game for Claresta Maginn of BGB who had 5 great saves in the second half. Best players for BGB were Louise Howard, Claresta Maginn Chloe Laverty
- ✓ In a one-sided game – keep it short, **very** short.
- ✓ Use surnames (full name if 2 of same surname on team) not “Mary sent her shot wide” WHO IS MARY??

Minimum standard required from all Clubs is that teams are submitted with scorers & subs as above.

If it is Club Policy not to submit reports, **please make sure that players, mentors & parents know this.**

No responsibility taken by PRO if reports are late & do not appear in the papers.

Guidelines re Word count

Adults – League/Championship 350 – 400 words

Minors/U16s – 200 – 250 words

U14s/U13s – 100-150 words

Semi Finals & Finals – add another 100 words.

REMEMBER – word count should include team lineout – 15 players + 5 subs = 40 words

PLEASE SEE BELOW FOR SAMPLE REPORTS – USE AS A GUIDELINE.

O’Neills Post Primary Schools All Ireland D Final St Josephs Tulla 2-16 Scoil Mhuire Trim 3-6

St. Joseph's Secondary School Tulla won the Senior "D" post primary school's All Ireland final defeating Scoil Mhuire of Trim on a scoreline of 2-16 to 3-6 played in St. Brendan's Park, Birr, home to the first ever All-Ireland hurling final. Hopefully the attendance that day were as entertained as the supporters were on Saturday. This match was played at break-neck speed all the way through and both schools are to be commended for their commitment.

Trim were first on the attack and were unlucky not to have the opening score when Shona White's shot went wide of the posts within the first minute. Tulla put over the opening score in the second minute with a point by Aoife Dillon. They had a chance to add to their score when a high ball came across the square but the forwards just couldn't connect as the sliothar and it went inches wide.

Trim scored their first point from a free by Shona White and from the puck out referee Cathal Egan penalised Pauline McNamara in the Tulla goal for stepping outside the 13m. Shona White slotted the resultant 45 between the posts. Both sides missed chances before Tulla put over two points by Kate O’Gorman, one from play after some lovely passing involving Mary-Kate Moloney and Aoife Dillon and the second a free. Aisling McNamara added another point from play to leave the Tulla girls in front 5pts to 2 after twelve minutes.

In the next ten minutes Trim had their best spell when Aoife Minogue ran through the Tulla defence and raised a green flag and after another of her great runs passed to Kate Mulvihill who couldn't miss from 5m. Carolanne Foley also added a point to now leave Trim in front by 2-3 to 5pts facing into the last ten minutes of the half.

Tulla fought back and Kate O’Gorman converted a free when Niamh Mulqueen was fouled when she looked to be through for a shot on goal. Mulqueen herself then put over a point from an acute angle and this was followed by a goal from Kate O’Gorman who connected with a high shot from Mary-Kate Moloney. O’Gorman added two further points, one from a ‘45 after Jayde Massey had deflected a shot that seemed destined for the net, and the second point from play again from a cross near the endline that squeezed between the posts. Trim had two points during this period from the hurley of Shona White, one from play and a well taken free from 40m out to leave the half time score St. Joseph's 2-9 Scoil Mhuire 2-5

In the second half Tulla increased their advantage with three unanswered points before Trim got on the score-board with a free from Shona White. Tulla added another brace of points all from play before the Trim girls netted from a well taken free by their chief scorer Shona White. However, this proved to be their final score while Tulla tacked on another two points from frees from the stick of Kate O’Gorman to leave the final score St. Joseph's 2-16 Scoil Mhuire 3-6. Tulla had the more evenly balanced side and played with great understanding throughout. They were especially well served by Aoife Tuohy at full back and Mary-Kate Moloney in centre field with Player of the Match performance from full-forward Kate O’Gorman.

Trim were best served by the tireless Shona White at full-forward and Aoife Minogue at wing-forward both of whom were constantly running at the St. Joseph's defence. Jayde Massey in goals couldn't be faulted for the two goals against her and indeed kept Tulla from raising a couple of other green flags with some timely clearances. Grace Coleman had a good game at centre-back also.

Declan Spellman, one of the St. Joseph's mentors said after the game that they were naturally thrilled and delighted with the win and he believed it was the ten minutes before halftime that won it for them when they went from four points down to lead by four at the break.

This could be the first step of a double for St. Josephs which sees them returning to Birr next week to take on Scoil Mhuire in the Post Primary Schools Junior Final. The spectators will be eager to see as good a game as they witnessed on Saturday. The quality of play from both sides is a testament to the work being done in the secondary schools.

St. Joseph's Secondary School, Tulla: Pauline McNamara-Kilkishen, Siobhan Tuhoy-Feakle, Aoife Tuhoy-Feakle, Collette Purcell- Feakle, Kathy Halpin- Clooney Quinn, Shauna Flemming-Kilkishen (Capt.), Lisa McGrath-Feakle, Mary Kate Moloney- Feakle, Regan Conway -Feakle, Clodagh O'Halloran-Kilkishen, Aisling McNamara -Tulla (0-1), Aoife Dillon-Broadford (0-3), Niamh Mulqueen-Broadford (0-2), Kate O'Gorman-Kilkishen (2-10), Aine McNerney-Kilkishen.

St Josephs 6-6 Wolfe Tones 4-7

A strong first half display of shooting played a big part in helping St. Josephs to a five-point win over Wolfe Tones in Round two of the Junior B league in Shannon on Sunday last. The visitors led 4-4 to 1-4 at half time, following an array of scores from forwards Ciara Whelan and Keira McGrath. Despite being outplayed for most of the half, Wolfe Tones remained in touch with opening scores from their top scorer Rachel O'Brien. Ciara Whelan goaled for St. Josephs to the corner of the net from the hardworking Laura Hayes and Aoife Shannon, and with impressive defensive work by Orla Meehan and Orla O'Neill, Whelan tagged on another 1-1. With five minutes remaining of the opening half St. Joseph's Ciara Whelan pulled on a high dropping ball to the back of the net. Both Whelan and O'Brien exchanged points once more. Wolf Tones kept the pressure on and had the final say of the half when they were awarded with a goal at the half time whistle.

The home side had the brighter start to the second half with a point from Lizzy Danager, followed by a goal to the St. Joseph's net by Emily Hayes. Eight minutes into the second half, Ciara Whelan struck for the winners fifth goal from a well taken free. Wolf Tones fought back and mid-way through the half Lizzy Danagher pointed from a free before they were awarded a penalty which Rachel O'Brien rattled to the back of the St. Joseph's net, leaving just three between the sides. Ciara Whelan was St. Joseph's chief score getter and added a further 1-2 in the third quarter to her tally of 5-6 for the tie. Michelle O'Neill and Laura Hayes had impressive performances on the day for St. Joseph's as did goal keeper Karen McMahan. Wolf Tones had the last score of the game with a goal in the remaining minutes but was not enough to deny a St. Joseph's win.

St. Josephs: Karen McMahan; Orla Meehan, Orla O'Neill, Orla Moloney (Capt); Orla Hoey, Ellen Meaney; Michelle O'Neill, Mary O'Connor; Aoife Shannon, Áine Meehan; Laura Hayes, Ciara Whelan (5-6); Keira McGrath (1-0).

Subs: Michelle Nihill for Ellen Meaney

Wolfe Tones: Susan Williams; Avril O'Dea, Jenna Mann, Lyndsey Hayes; Rachel O'Brien (2-4), Lizzy Danagher (1-3); Aoife Nihill, Clare O'Brien; Emily Hayes (1-0), Leeanne McInerney; Aoibhinn Bannon, Dawn Ryan, Vanessa McInerney.

Subs: Ciara McTaggart for Lizzy Danagher.

Referee: David Carroll (Sixmilebridge)

Scarriff Ogonnelloe 4-4 Inagh Kilnamona 2-5

The Round 3 U14A Championship match on Wednesday April 27th between Scarriff Ogonnelloe and Inagh Kilnamona got off to a cracking start. In the opening minutes Cliona McNamara seized her opportunity and put Scarriff Ogonnelloe's first goal in the net. It didn't take long for Inagh Kilnamona to respond by adding a point to the scoreboard. Then Inagh Kilnamona's Orla Vaughan went on to score their first goal. Before half time Inagh Kilnamona had added a further two points to their tally but Cliona McNamara kept Scarriff Ogonnelloe in close contention with another point. The second half saw Scarriff Ogonnelloe turn up the heat and they pushed ahead with goals from Alva Rodgers, Aoife Kelly and Maria Scanlan, a brace of points from Alva Rodgers from frees and a point from Cliona McNamara. Inagh Kilnamona's Aoibhin Ryan was on target when she scored their second goal from a free. They went on to raise two more white flags.

It was a lively encounter with both teams displaying some great camogie throughout. There was no quarter given by either team as both sides battled strongly but it was to be Scarriff Ogonnelloe's day with a welcome return to winning form. Without doubt the outstanding goalkeeping displayed by Laura McGrath for Scarriff Ogonnelloe underpinned the victory.

Scarriff Ogonnelloe: Alison McGee; Lisa O'Grady, Aoife Minogue, Cliona McNamara ((1-2); Jennifer Daly, Yolanda Ramirez, Maria Scanlan (1-0); Kate O'Mahony, Laura McGrath; Anna Hogan, Aoife Lynch, Kate Walsh; Alva Rodgers (1-2), Aoife Kelly 1-0, Caoimhe O'Donnell

Subs: Kathy Dinan, Orla Crotty, Sadhbh Giblin, Maeve O'Brien, Eibhlis Coleman, Aine Scanlan for A Hogan 10 mins, Emma O'Mahony

Inagh Kilnamona: Niamh Hegarty; Amy Shannon, Roisin Mahony, Ella Leyden; Tiarna Hegarty, Patricia Coote, Caoimhe Whelan; Hazel O Connor, Muireann Daffy; Orla Vaughan, Aoibhin Ryan, Caoimhe Longe; Rachel Cotter, Danielle Griffin, Lauren Fitzgerald

Eire Og 2-2 Cratloe 0-5

A strong first half performance proved to be just about enough to earn the points for Éire Óg in their opening match of the u14 championship. The Ennis side were guilty of some wayward shooting in the opening minutes, but they eventually settled when Chloe Barry ran onto a superb pass from nippy corner forward, Jodie Russell and slotted her effort between the posts. Barry followed up with a pointed free to put Éire Óg two points up. Cratloes' midfield duo of Niamh O'Leary and Cliona Murphy put in a huge battle, but their markers, Emer Murray and Phoebe Boateng let no ball pass the centre of the field. Éire Ógs positional switch of goalie, Amy Russell and full forward, Dearbhla Kennedy reaped an immediate reward when Amy sent an unstoppable shot to the Cratloe net. The last score of the half came from Cratloe with a well taken point.

Cratloe piled on the pressure from the re-start, but, had a number of unfortunate wides. Éire Óg were punished for some indiscipline as Cratloe pointed three frees in a row, two from the stick of Aoife O'Brien and one from Niamh O'Leary, both of whom put in excellent performances throughout. At this stage it was anyones game with the minimum between the sides. The Éire Óg defenders were put to the pin of their collar to weather the Cratloe onslaught. Replacement goalie, Dearbhla Kennedy's excellent clearance of what looked to be a certain goal proved to be a turning point. The Éire Óg backs worked harder than ever and cleared the ball to mid field where Chloe Barry picked it up and soloed straight through the Cratloe backline and scored an excellent goal to give her side a four point lead. Cratloe heads never dropped however, and they worked the ball back up the field where Niamh O'Leary put her shot straight over the bar. Time was not on Cratloes' side and Éire Óg were relieved to hear the referees whistle signal full time. Éire Óg will play Ballyea in the next round while Cratloe will host Clarecastle.

Éire Óg: Amy Russell 1-0; Kate Neylon, Leanne Considine; Eunice Boateng, Leanne Russell(c), Laura Walsh; Emer Murray, Phoebe Boateng; Jamilla Liani, Chloe Barry 1-02 0-1F , Jodie Russell; Siobhan McAleer, Dearbhla Kennedy.

Subs: Katie O'Dea for Siobhan McAleer (H.T.), Siobhan McAleer for Emer Murray (inj) 45mins

Cratloe: Lucy Earls; Orla Gallagher, Ava Cunningham; Clare Daly, Aoife Murphy, Ava Gardner; Niamh O'Leary 0-2 1F, Cliona Murphy; Andrea Murphy Wright, Aoife O'Brien 0-2F, Sarah McMahan; Aoife Marie Costelloe, Ellie O'Donoghue 0-1

Referee: Jarlath Donnellan (Wolfe Tones)

Ask for Help

- Fellow and previous role holders
- County PRO
- Provincial staff
- Official Guides
- Website
- National PRO pro@camogie.ie