Camogie Association
Social Media Setup Guide

THE
**CAMOGIE
ASSOCIATION**
An Cumann Camógaíochta

Introduction

The Camogie Association's online presence is made up of a network of individuals, operating websites and social media channels at club and county levels. For this reason, a common set of Camogie Association Social Media Guidelines and Policies have been put in place so that all units within the Association are working in unison as one Camogie family.

To complement these guidelines, this setup guide has been produced to assist units in best practice when setting up on social networks. It is by no means an exhaustive guide; as the number of social networks continues to grow, the guide will be revised and updated regularly to help us all in the Camogie Association.

Contents

facebook

1. Register your page

You must register your page with your County PRO, so they can verify it as an official Camogie Social Media channel. This will involve receiving a word document from your County Secretary which you will be required to fill in stating the name of the official website and social media channels for your club. (The County PRO must also register their respective County Camogie page and social media channels at national level). Post Primary and Third Level, in addition to Provincial PROs, must pass on their relevant details directly to the Communications & Marketing Director.

2. Choose your page name

You page name should be in the following format

Official 'Club Name' Camogie or

Official 'County Name' Camogie

3. How to create a page

In order to create a Facebook page for your club or county you will need a personal Facebook profile. Facebook requires this for security, as every page must have a verified owner.
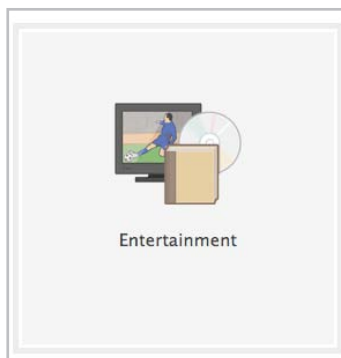
- Log in to your personal Facebook profile
- On the top right hand corner of your screen, click on the drop down arrow and choose '**Account Settings**'
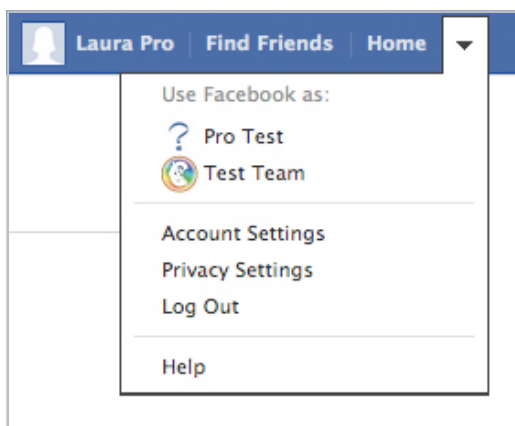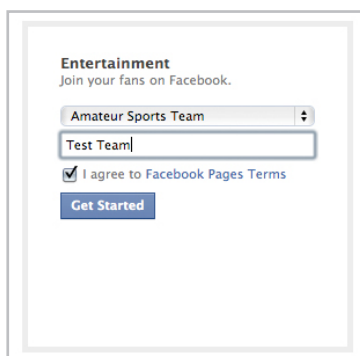
- In the next screen, click on '**Create a Page**'
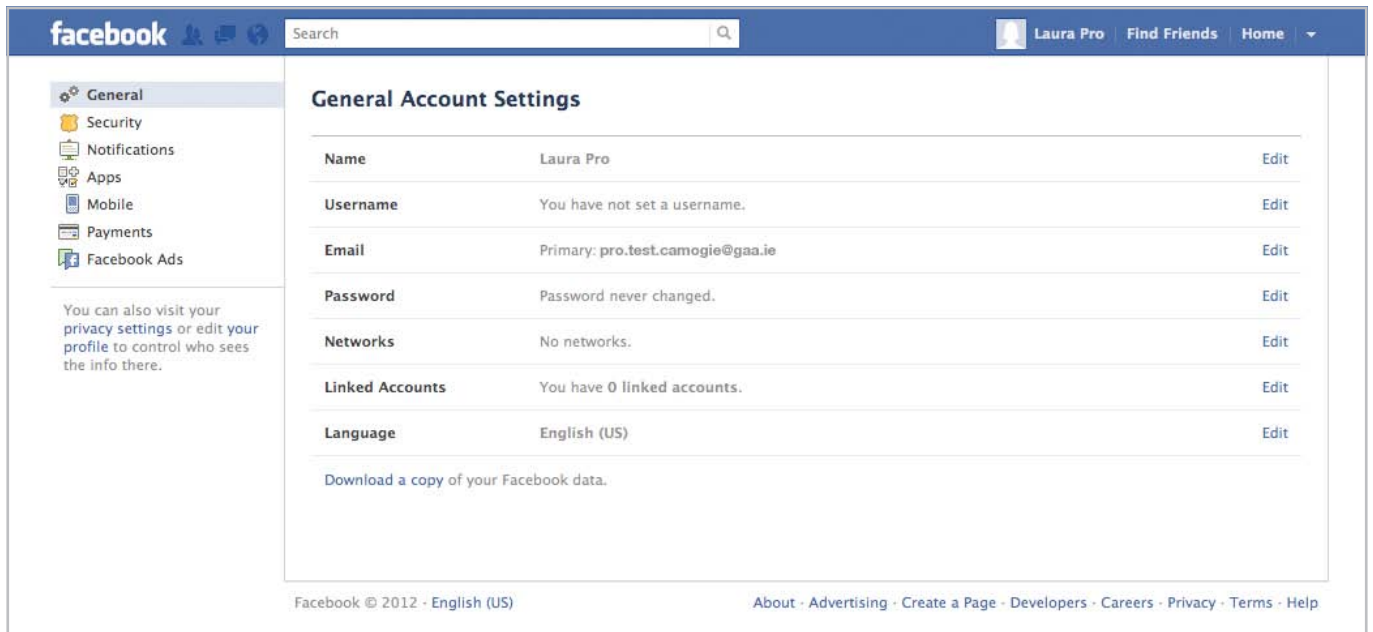
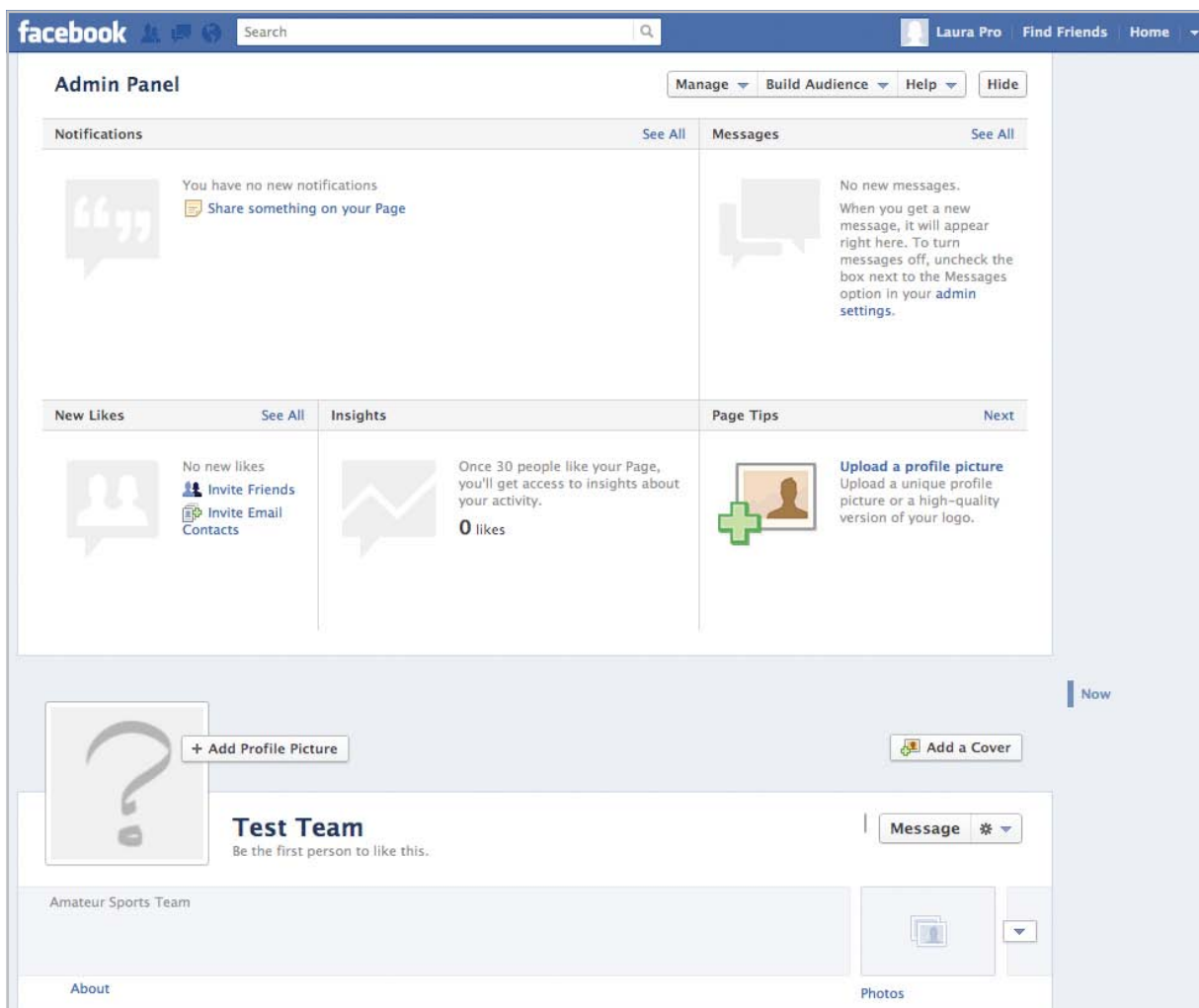- In the next screen, choose '**Entertainment**'

- Then choose the following settings, and enter your club name, then click '**Get Started**'

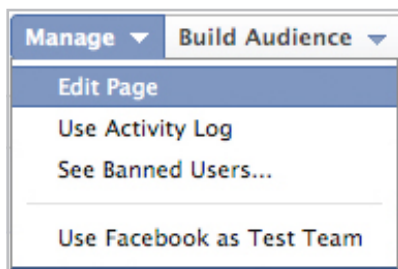For now, skip steps 1, 2 and 3 as we will be walking you through those in more detail.

At this point your page will look like this:

Your page has been created.

4. Manage Permissions

- Next click on '**Manage**' in the top right hand corner and then click '**Edit Page**'.

Manage ▼	Build Audience ▼
Edit Page	
Use Activity Log	
See Banned Users...	
Use Facebook as Test Team	

- The page will open by default on the **Manage Permissions** tab. Choose the following settings, and click '**Save Changes**'

facebook | Search | Test Team | Home ▼

Test Team ◄ View Page

- Your Settings
- Manage Permissions
- Basic Information
- Profile Picture
- Featured
- Resources
- Manage Admins
- Apps
- Mobile
- Insights
- Help

Page Visibility: ☐ Unpublish page (only admins can see this page) What is this?

Country Restrictions: [Type a country...] What is this?
- ⦿ Only show this page to viewers in these countries
- ◯ Hide this page from viewers in these countries

Age Restrictions: [Anyone (13+) ▼] What is this?

Posting Ability: ☐ Everyone can post to Test Team's timeline
☐ Everyone can add photos and videos to Test Team's timeline

Post Visibility: ☐ Show the box for "Recent Posts by Others" on the top of Test Team
Default visibility of posts by others on Test Team's timeline: [Allowed on Page ▼] [?]

Tagging Ability: ☐ People can tag photos posted by Test Team

Messages: ☑ Show "Message" button on Test Team

Moderation Blocklist: [Comma separated list of terms to block...] [?]

Profanity Blocklist: [Strong ▼] [?]

Delete Page: Permanently delete Test Team

[Save Changes] [Cancel]

Facebook © 2012 · English (US)   About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

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5. Your Settings

- Now choose the '**Your Settings**' tab.
  We recommend you choose the following settings and save changes:
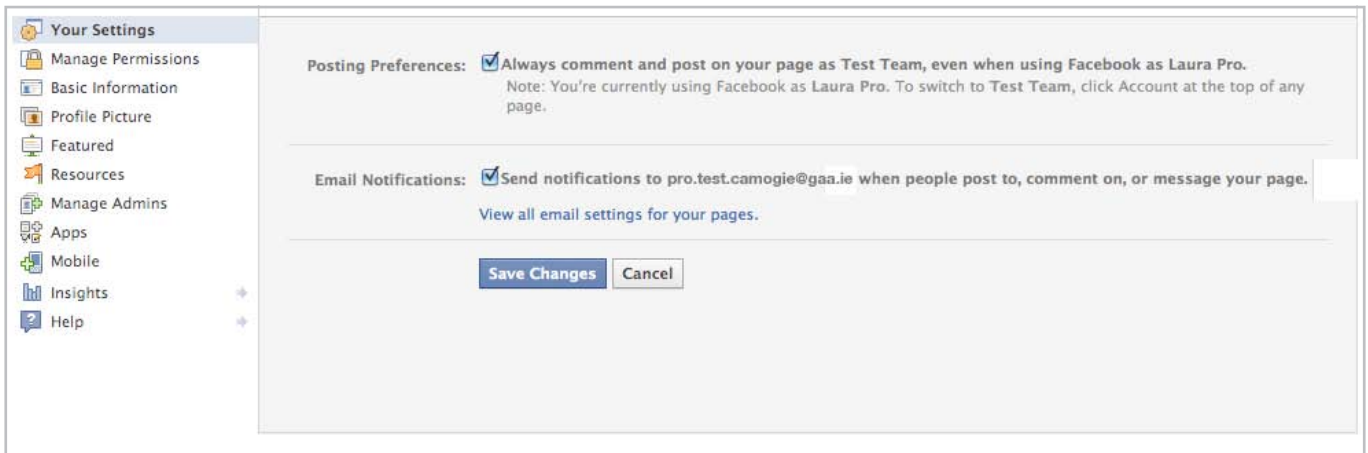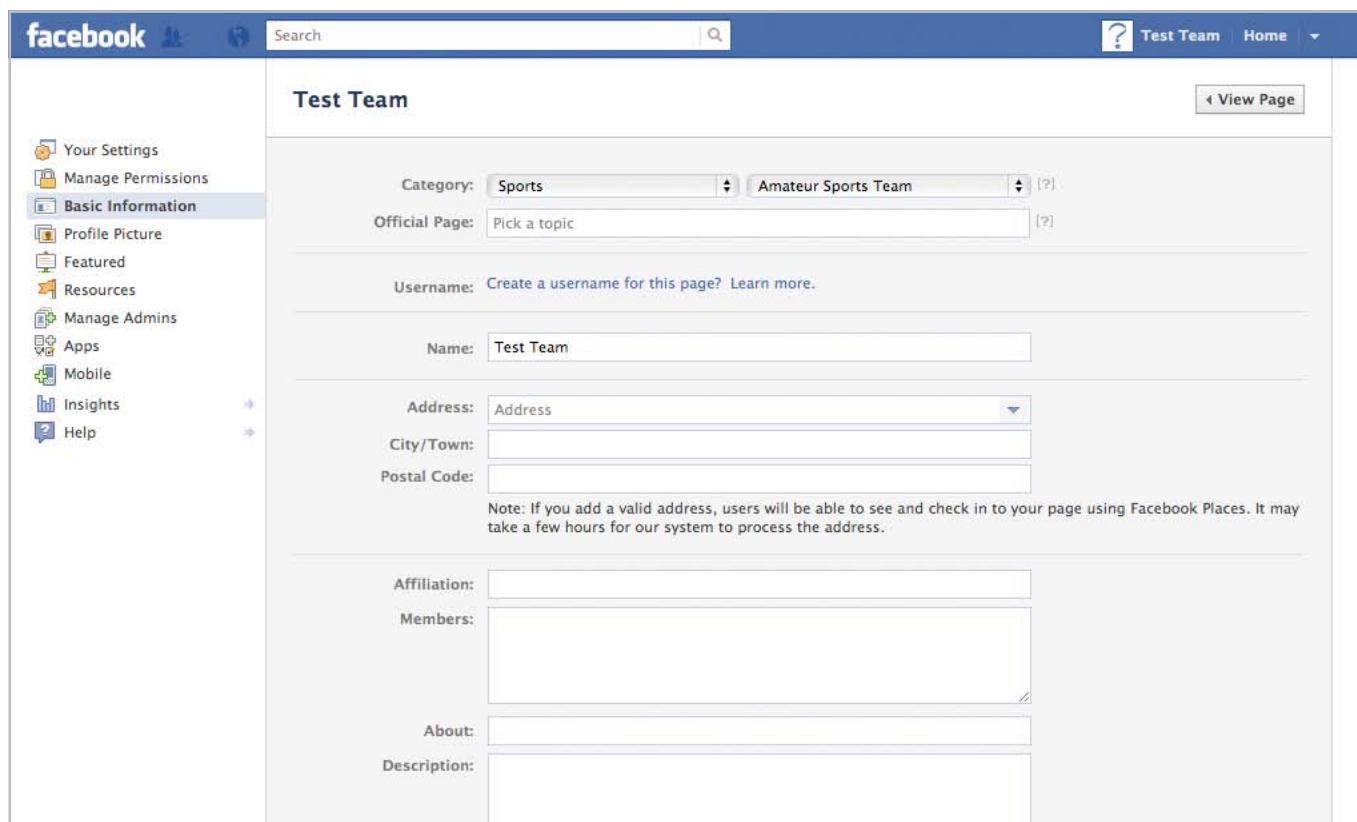

- **Posting Preferences**

  It is important that you post to your Page wall, as the voice of your Camogie Club or County. Choosing this setting ensures that you are doing just that, instead of posting to your Page wall under your personal username.

- **Email Notifications**

  It is useful to get email updates when users post or comment on your page, if you do not check your page as frequently as your email. Once you are aware that the comments are there, you can visit your page and respond if needs be.

6. Basic Information

- Next choose the basic information tab
 On this tab fill in your team information and click '**Save Changes**'.

- It is also advisable to include your Comments Policy and Disclaimer within your Description. (See Camogie Association Social Media Policy and Guidelines).

7. Profile Picture

- Choose the '**Profile Picture**' tab. We advise that you use your club logo/county logo as your profile picture. Therefore you won't choose the Take Picture option.

- Click the '**Choose File**' option. For this, you will need to have the image files stored on your computer. Follow the simple steps to upload your logo.
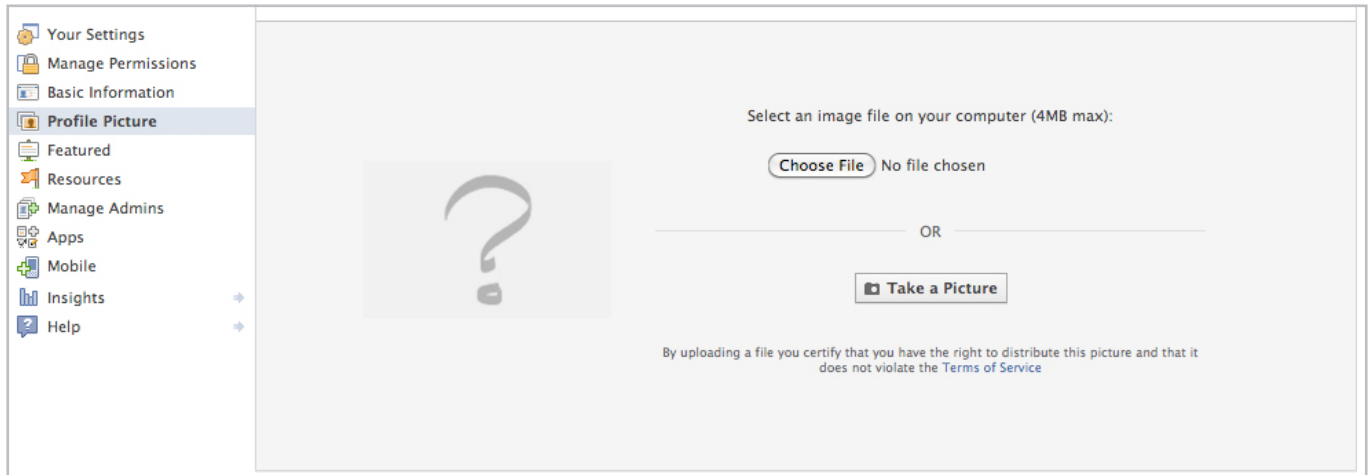
- Once you have done this, the image will appear in the left hand corner of your page.
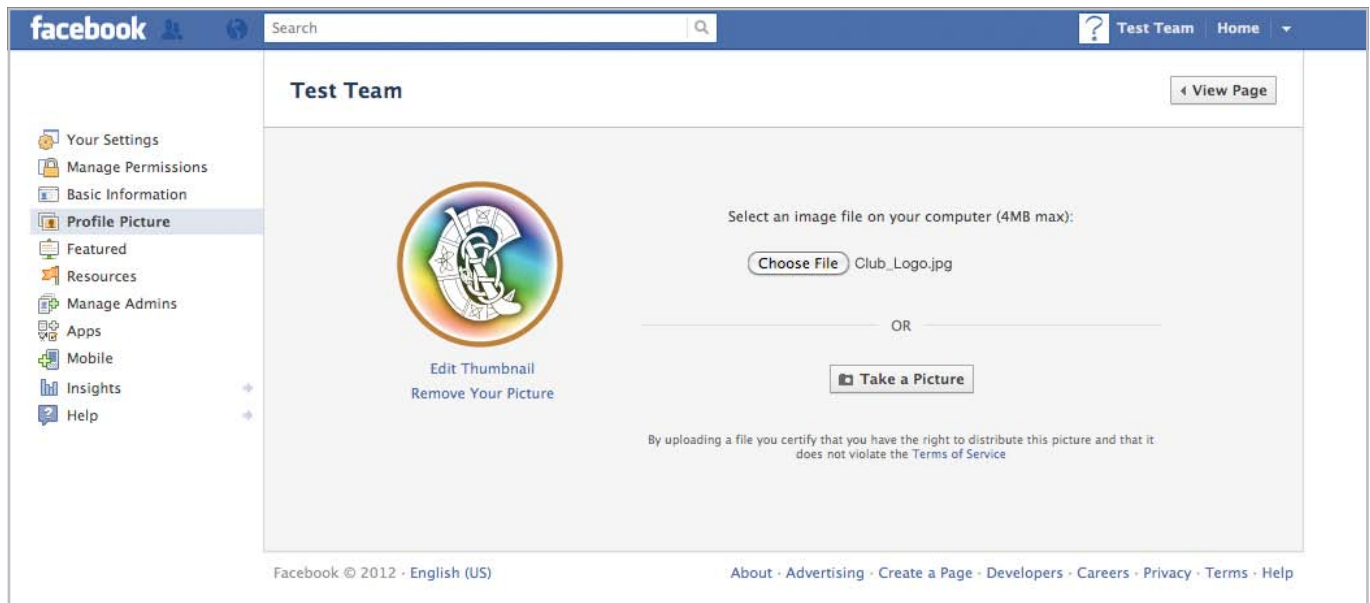
- Choose '**Edit Thumbnail**'. The thumbnail is the image that will appear beside your posts.

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Before Edit:

Edit Thumbnail 🔒

Thumbnail Version

Drag the image to adjust.
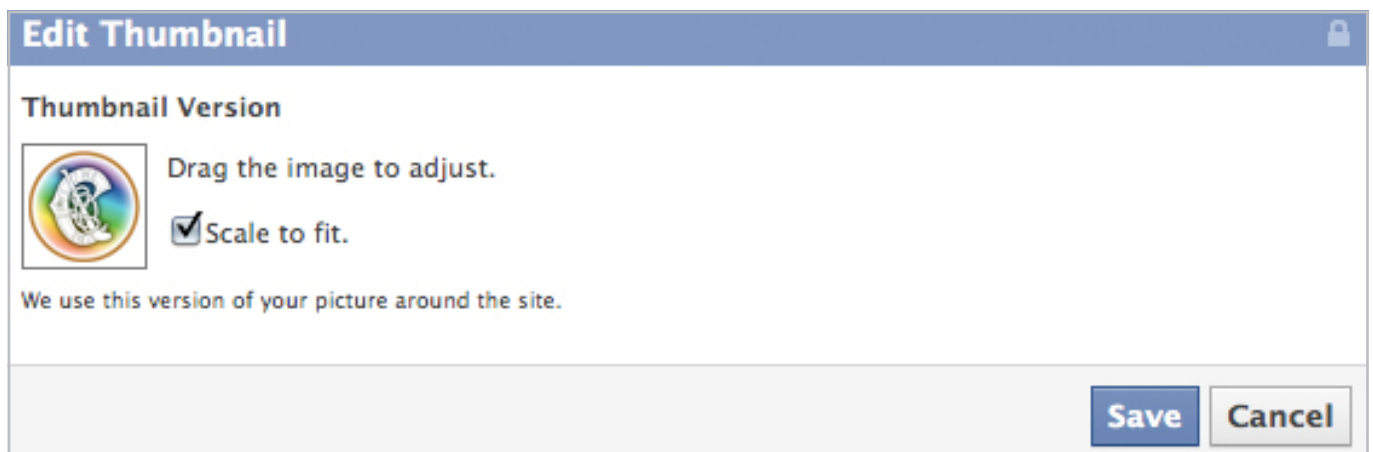
☐ Scale to fit.

We use this version of your picture around the site.

Save   Cancel

- In some cases you will need to either drag the image to adjust it, or choose '**Scale to Fit**'.

After Edit:

Edit Thumbnail 🔒

Thumbnail Version

Drag the image to adjust.

☑ Scale to fit.

We use this version of your picture around the site.

Save   Cancel

- Click '**Save Changes**'

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8. Manage Admins

- You created the Facebook page, therefore you are currently the only admin. This means that only you run and regulate the page. You can add or take away content.

- There can be multiple admins for a page, there are no limits to how many, that is up to you.

- You can add admins by visiting the Admins Roles tab.

- To add an admin start to type their name or email address in the text box to make them an admin.
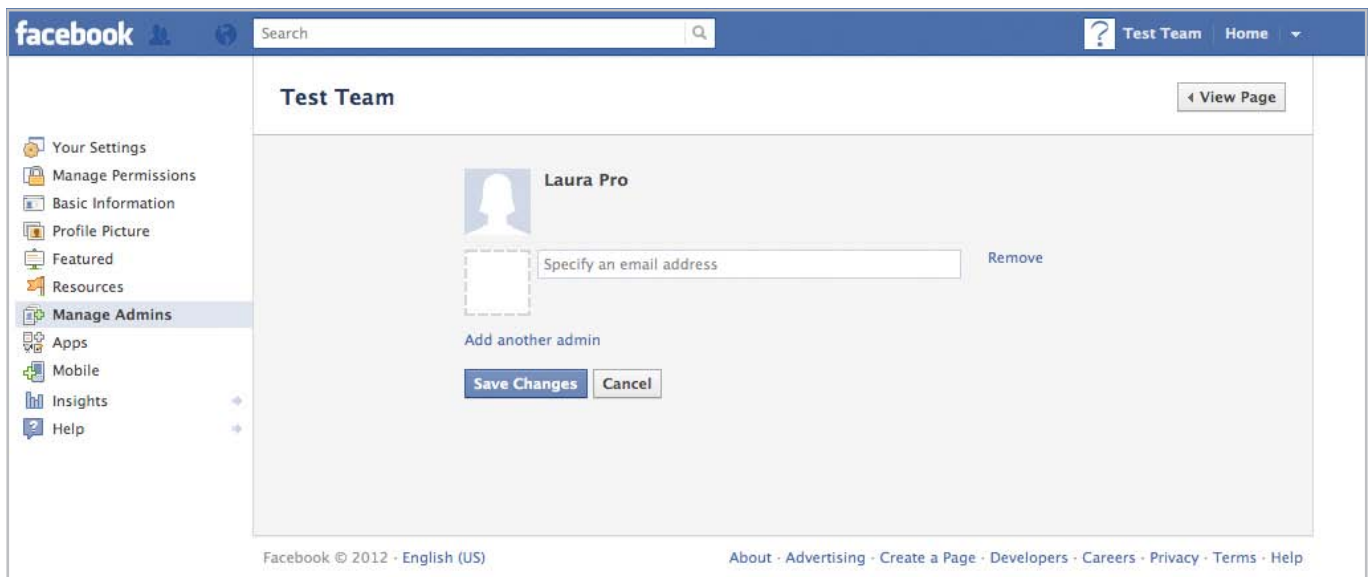
9. Get Started

- Now that you have setup and edited your page, it is time to get started.
- So continuing from where we left off, click on the '**View Page**' in the top right hand corner of the screen.

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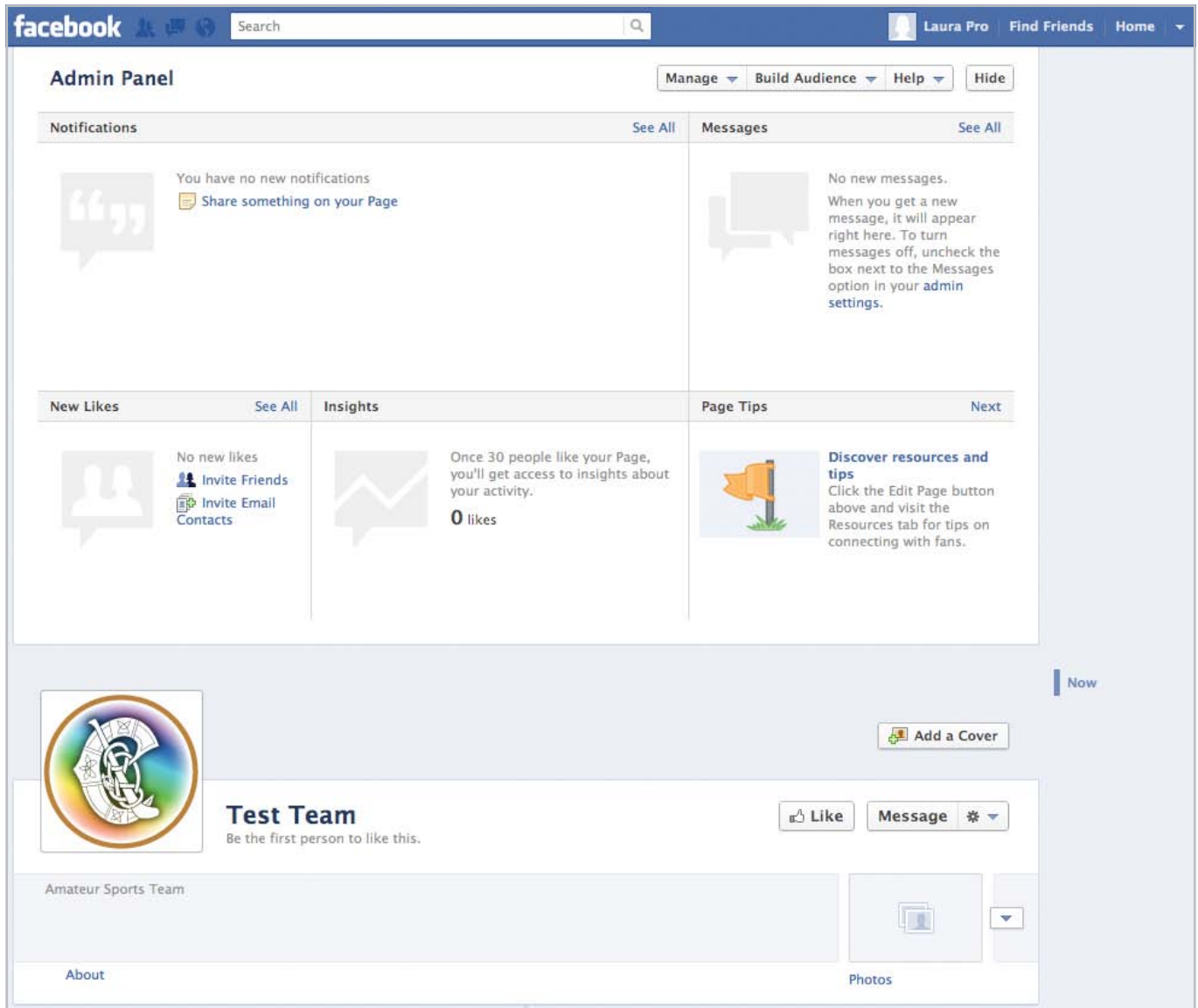
- This will bring you to the 'Get Started' tab. Here there are three important steps, which Facebook walks you through.
  - **Invite Friends**
  - **Invite Email Contacts**
  - **Write Status Updates**

• 'Invite Friends'

This feature enables you to invite some or all of your friends on your personal profile to like your team page. Click on this and a win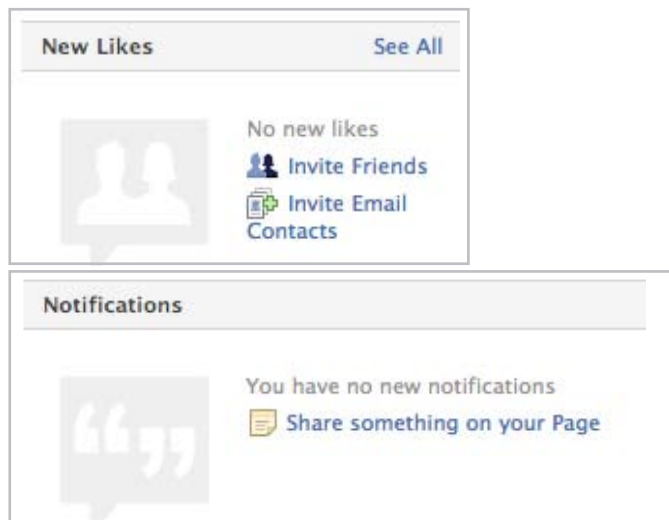dow will open up with your list of friends, choose who you would like to send an invite to and click 'Submit'. An invite to 'like' your page will be sent to the friends you choose.

• 'Invite Email Contacts'

This allows you to import up to 5000 contacts from email database, which you can export from your gmail account:

- **Here are the steps:**
  - Go to your **gmail account** and click on the drop down arrow beside '**Mail**' in the top left hand corner.
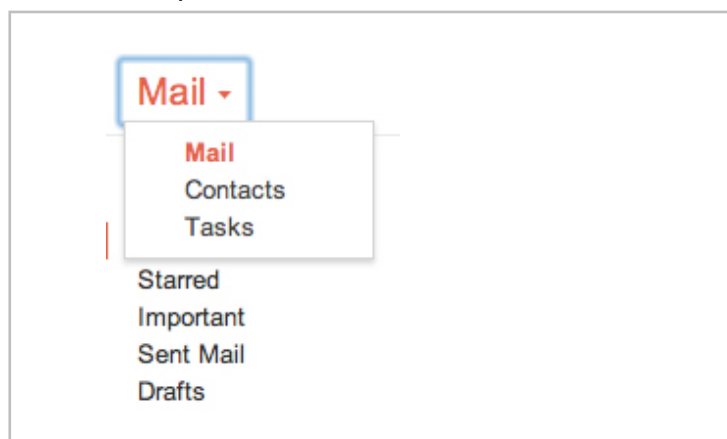
- Click on '**Contacts**'
- Once in Contacts, click on the drop down arrow '**More**' and choose '**Export**'
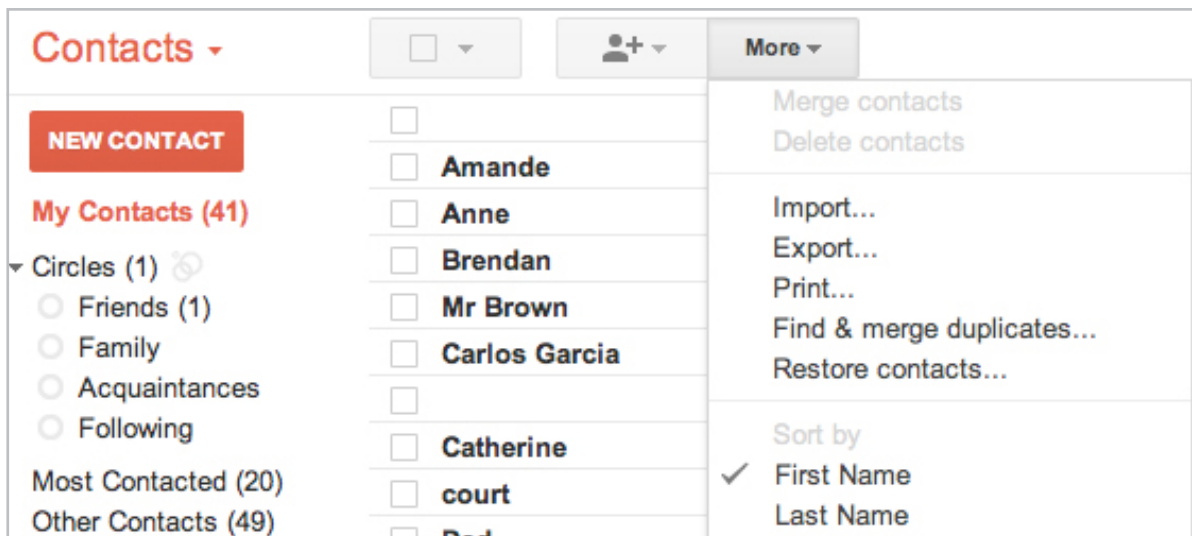
- This window will pop up, choose the following options and click the blue '**Export**' button
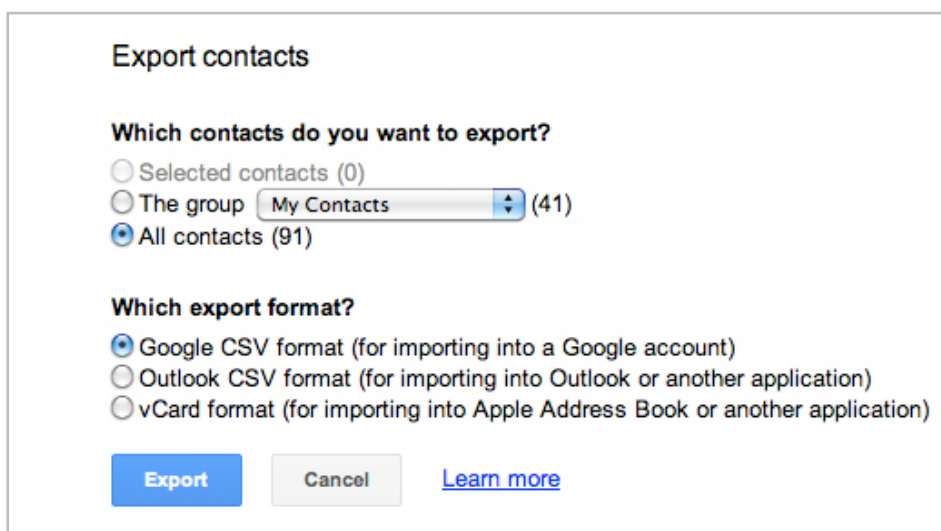
- The CSV file will open, save this file to your computer.
- Next return to your Facebook page (as above, you are on the '**Get Started**' Page).

- Click on '**Import Contacts**'.
  The following window, entitled '**Tell Your Fans**', will open:
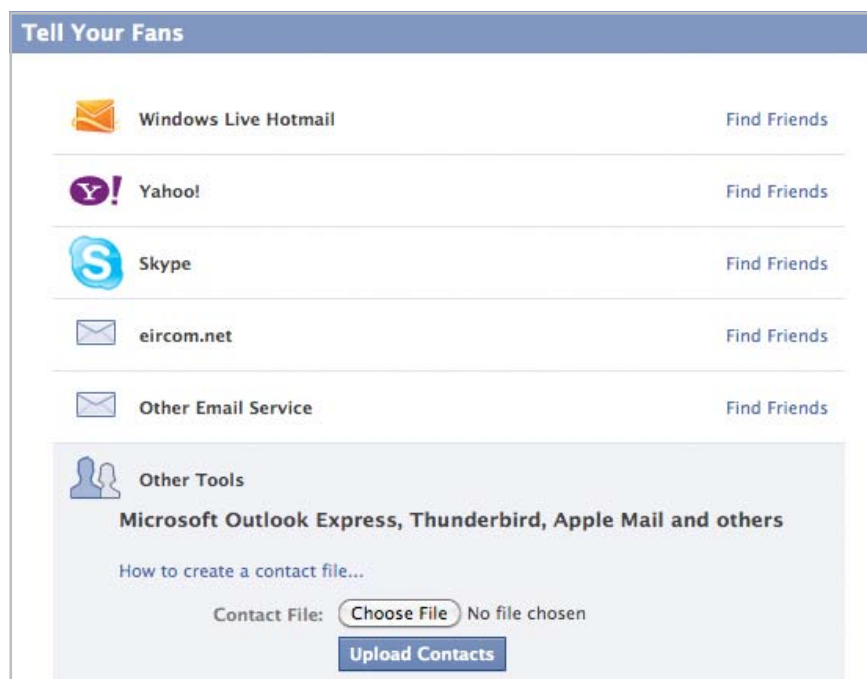
- Click '**Choose File**'

  Next search for and select the CSV file containing the contacts that you exported from your Gmail account.

- The following window will open:
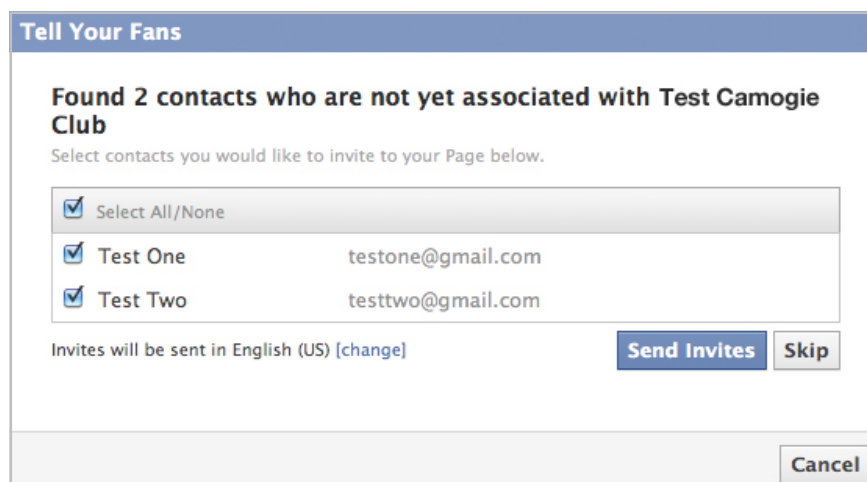
- Untick the people that you do not wish to send the invite to. Once you have done this, choose '**Send Invites**'.

- **Note:** If the person, has a Facebook account associated with their email address, they will get the invite through Facebook. If they do not have a Facebook account associated with their email address, the invite will go to their email.

Now you are ready to write your first status update!

10. How & What to Post

On your wall, you will see the following options at the top of the page.

📄 Status	🖼 Photo	📊 Ask Question	📖 Milestone

What's on your mind?

- **Status**

    Simply write your update in the text box and click '**Share**'

Official Camogie
March 6

Congrats to Elaine Dalton! Our very first Facebook
competition winner!!! We're very excited here in the
Camogie Association – we love giving away free tickets.
And plenty more where they came from so watch this space.
Ursula Jacob was the answer – who else got it right?

Like · Comment · Share   👍 6 💬 2 📝 1

You can also post a link via the status box. Copy and paste the link that you wish
to attach into the text box, and the thumbnail and detail from the site will appear
beside your status.

http://camogie.ie/tvad

My match day memories | Camogie
http://camogie.ie/tvad

We're looking for fans to share their favourite
match-day memories in a national TV campaign.
Successes or disappointments... we want them all!
Everyone that submits a story will be entered into
a draw to win match tickets, merchandise packs,
tickets...

◀ ▶   1 of 1   Choose a Thumbnail

☐ No Thumbnail

🔒 Public ▼   **Post**

Want to star
in the new
TV ad?

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You can also write a status update to compliment your link.

Have you a favourite camogie moment you witnessed? Were you there for a moment of history? If so, then we want to hear your story. A last minute All Ireland win, a spectacular side-line cut in a playoff, some special craic in the crowd... share your match-day memories with us and you could win tickets, signed jerseys or even the chance to become the STAR OF A NATIONAL TV AD!

My match day memories | Camogie
http://camogie.ie/tvad

We're looking for fans to share their favourite match-day memories in a national TV campaign. Successes or disappointments... we want them all! Everyone that submits a story will be entered into a draw to win match tickets, merchandise packs, tickets...

◄ ► 1 of 1 Choose a Thumbnail

☐ No Thumbnail

🔒 Public ▼   Post

- ## Photo / Video

    You are given the following options:

    📝 Status   📷 Photo   📊 Ask Question   📖 Milestone

    Upload Photo / Video   Use Webcam   Create Photo Album

    You will most likely be uploading a photo/video from your drive, you are walked through the steps for this process.

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You will most likely be uploading a photo/video from your drive, you are walked through the steps for this process.

Official Camogie
Yesterday

The Weekend in Pictures (21 photos)
All the best images from the weekend's action

Like · Comment · Share

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11. Who to 'Like'

It is strongly recommended that you only 'like' the Official Camogie Association national page and the Province and County Pages relevant to you.

12. How to Convert a Profile Page into a Business Page

Some of you, who have already set up a Facebook account for your Club or County, may have set it up incorrectly as a Profile page (with friends) rather than a Business Page (with fans). How to convert;

- First thing is to back up your current profile. This is very important. Facebook will download all your wall posts, friends, pictures, events, profile info, etc and zip it up into a large file. The process takes Facebook about 1 hour to run, depending on the wealth of data you have stored on your Facebook account. To run a backup, click on Account Settings, then click the blue link in the bottom left hand corner- Download a Copy of your Facebook data.

General Account Settings

Name	Laura Pro	Edit
Username	You have not set a username.	Edit
Email	Primary: pro.test.camogie@gaa.ie	Edit
Password	Password never changed.	Edit
Networks	No networks.	Edit
Linked Accounts	You have 0 linked accounts.	Edit
Language	English (US)	Edit

Download a copy of your Facebook data.

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- Once you have received an email from Facebook with your .zip file of stored information, follow the link contained in the email to the main migration page.

- Select your business type from the six possible options and fill out the short information prompts and hit "Get Started". (Read back over your previous steps for detail on how to set up your page).

- You will then be directed to your new business page. You will notice that your profile image will be imported from your previous profile but your fan total will be listed as '0'. Don't worry, when you refresh your page, you will see the number quickly rise to your pre-existing fan/friend base.

- The important thing to note is that hardly any of your prior information will be transferred over to the new business page. Your wall will be blank, your information tab will be very bare and you will not have any photos or albums. This is where the Facebook backup comes into play. Simply reload your images and info (from the zip file) to the appropriate tabs.

13. How to create a name change on your Facebook page

It is advised that each club/county/post-primary/third level and provincial unit use the following name when creating their Facebook page.

For example: facebook.com/official*(County/Club name)*camogie

In many instances, pages may have been created prior to the creation of Social Media Policy and Guidelines by the Camogie Association and therefore a name change of the respective social media channels, to denote official channels, will be required.

A name change can only be carried out once.

- Go to '**Edit Page**'

- Click on '**Update Info**'

- Click on '**Name**' & request change

- Follow instructions as the administrator of the site

- Change name to match 'Official(insert name of unit) Camogie'

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twitter

1. Register your page

You must register your account with your county PRO, so they can verify it as an official Camogie channel.

2. Choose your page name

You page name should be in the following format

Official (Insert Unit Name i.e club/county name) Camogie

*Note Twitter limits usernames to a maximum of 15 characters in length

3. How to create an account

Go to twitter.com, you will see the following sign up box:

Fill in your details and click "Sign up for Twitter"

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This will bring you to a log-in registration area where you have to fill in information

Once you get four green ticks, indicating that your Name, Email, Password and User-name are all OK, then click Create My Account:
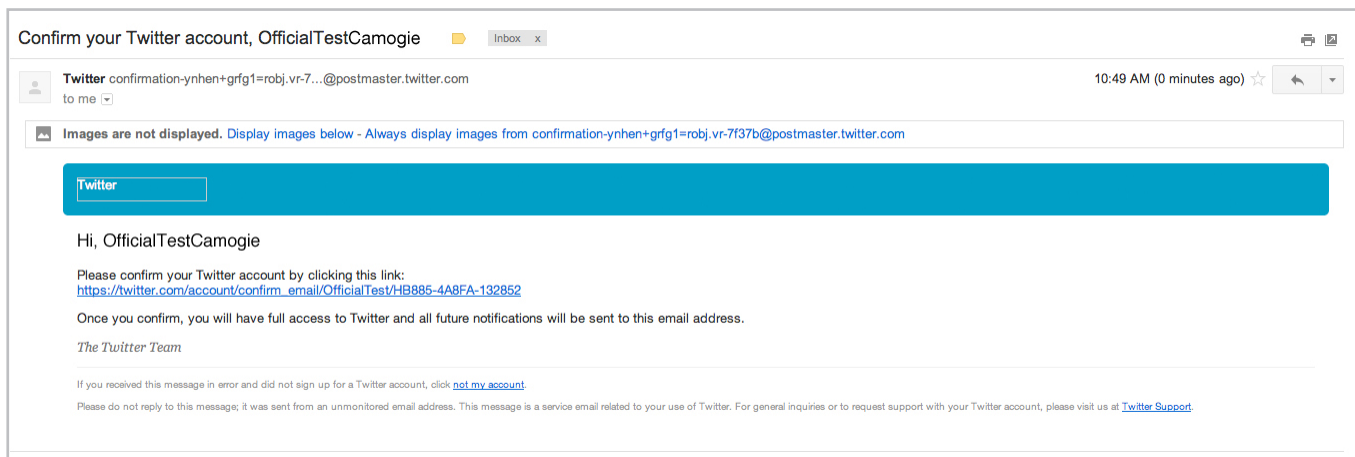
Twitter will send you a confirmation email, like the one above. As instructed, click on the link to confirm your Twitter account.

Clicking on this link, brings you to your new Twitter home page:
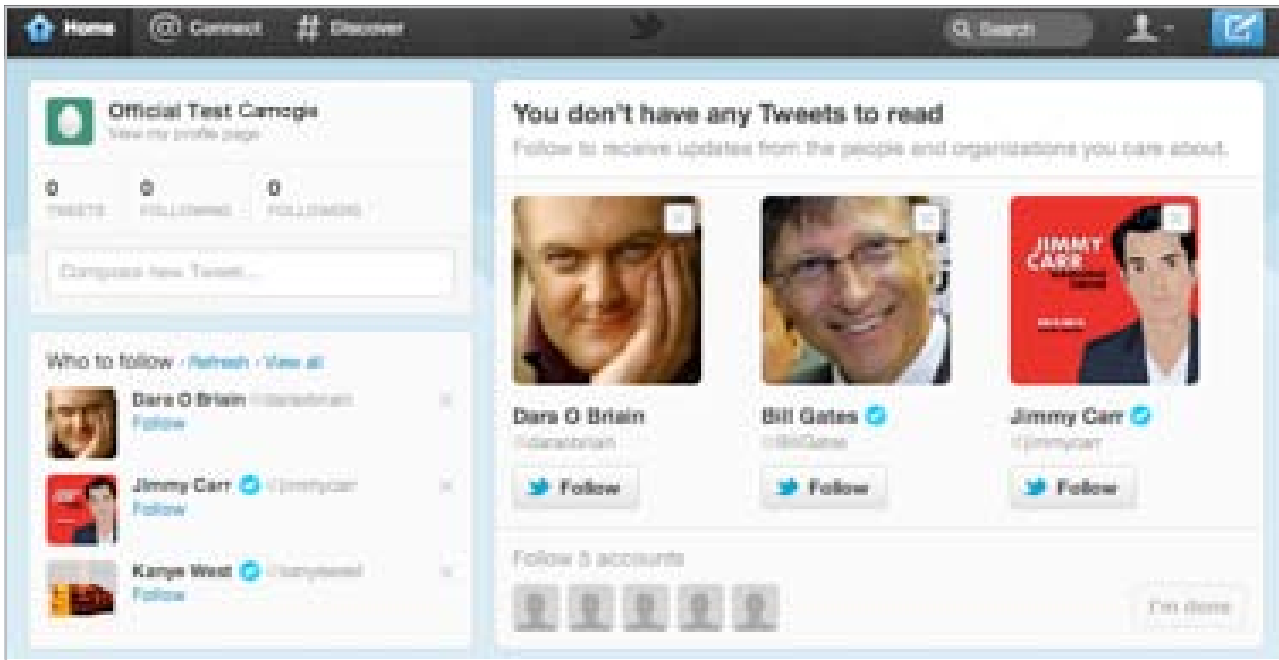
You will be shown suggestions on who to follow. You can ignore this and click on your name '**Official(insert unit name)Camogie**' to bring you to your profile page.

Twitter will send you a confirmation email, like the one above. As instructed, click on the link to confirm your Twitter account.

Next click '**Edit your profile**', in the top right hand corner:

Profile
This information appears on your public profile, search results, and beyond.

Picture

Choose File No file chosen
Maximum size of 700k. JPG, GIF, PNG.

Name

Official Test Camogie

Enter your real name, so people you know can recognize you.

Location

Where in the world are you?

Web

http://

Have a homepage or a blog? Put the address here.
You can also add Twitter to your site here.

Bio

About yourself in fewer than **160** chars.

Facebook

Post your Tweets to Facebook

Save changes

Fill in your details, and save changes.

4. How and what to Tweet

- Twitter users have developed short-form syntax to make the most of 140 characters. Here are the fundamentals:

@Reply

A reply is any update posted by clicking the '**Reply**' button on another Tweet. People say lots of things on Twitter, and sometimes you want to say something back. Your reply will always begin with @username (insert username of the person you are replying to). Any one Tweet that is a reply to you will show up in your @Mentions tab on your homepage.

@Mention

A mention is any Twitter update that contains @username anywhere in the body of the Tweet. (This means that replies are also considered mentions.)

Retweet

When you see a Tweet by another user that you want to share, click Retweet below it to forward it to your followers instantly.

Message

If you want to privately Tweet to a particular user who's already following you, start your Tweet with DM or D to direct-message them, eg: "DM @joansmith234 training begins at 7pm tonight!"

Hashtag

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. For example #fitness. It was created organically by Twitter users as a way to categorise messages. Think of hashtags as the theme of your Tweet. Users can then click on a hashtag to see other similarly-themed tweets and find yours in search.

- ## Adding a Link to a Tweet

  Type your message and copy and paste your desired URL into the message like this

What's happening?   ✕

Catch up on all the latest news, views and rumours in camogie.ie's latest daily feature Camogie in the Papers. http://www.camogie.ie/news-and-videos/daily-news/2/0602120806-camogie-in-the-papers/ #Camogie

Link will appear shortened   0   **Tweet**

Once you click '**Tweet**', the link will appear shortened, as in this example of a Tweet containing a link, by OfficialCamogie:

The Camogie Association @officialcamogie   3h
Catch up on all the latest news, views and rumours in camogie.ie's latest feature Camogie in the Papers. camogie.ie/6dfbf4 #camogie
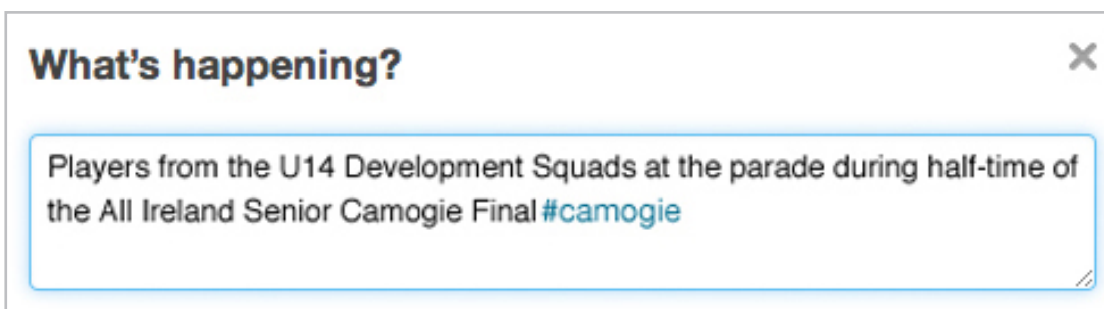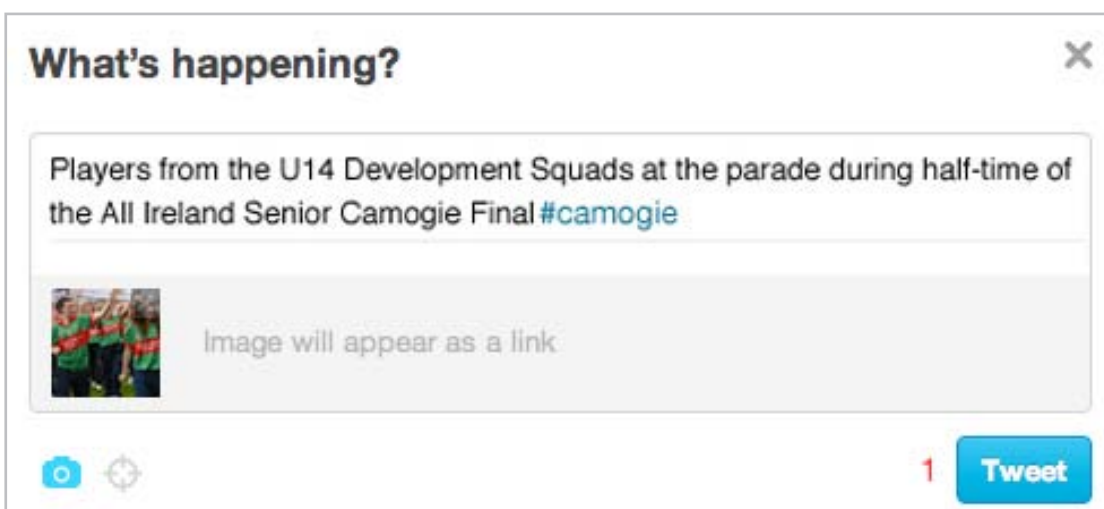
Note

- Twitter will automatically shorten your link once it is over 13 characters (your link will be assigned to a t.co link ID)

- You can also use a link shortening service, such as bit.ly if you wish. In this case, if you enter a URL shorter than 19 characters, into the Tweet box, the system will shorten it to 19 characters.

• Adding a Picture to Twitter

Type your message for example:

What's happening?   ✕

Players from the U14 Development Squads at the parade during half-time of the All Ireland Senior Camogie Final #camogie

Next click on the **camera icon** on the bottom left hand corner of the text box, this will allow you to browse your computer for the image that you wish to upload. Select the image, and it will appear below the Tweet you are composing like this:

What's happening?   ✕

Players from the U14 Development Squads at the parade during half-time of the All Ireland Senior Camogie Final #camogie

Image will appear as a link

1   **Tweet**

When click '**Tweet**', the image will appear as a link, as in this example of a Tweet containing a link, by OfficialCamogie:

When you click on View photo, the photo expands like this:
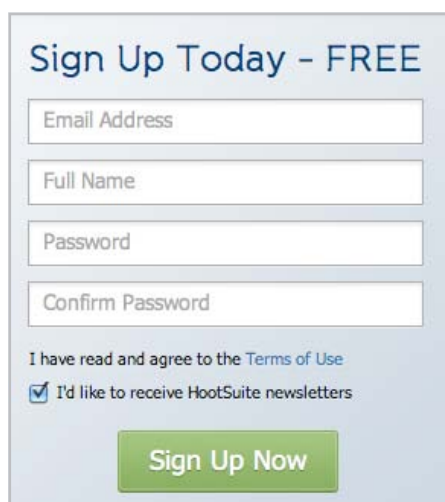

5. Who to Follow

- It is important to follow people and organisations etc. on Twitter
  – we recommend that you follow the Club & County relevant to you and
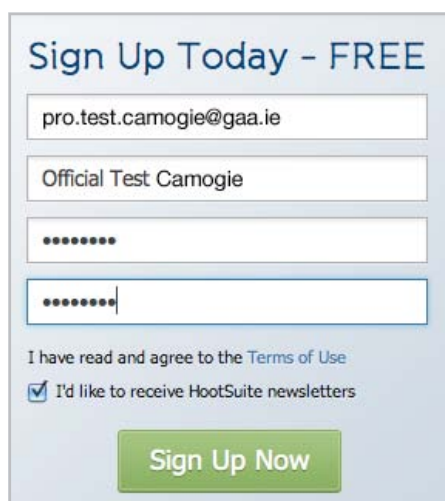 @officialCamogie

1. About

HootSuite is a social media dashboard. So what does this mean: HootSuite is not a social network, rather it allows you to connect to and manage multiple social networks from one website. With HootSuite you can write one message, including a link or a photo and post it to multiple networks in one step – a post on Facebook, a Tweet on Twitter etc.

2. Set up an Account

Go to hootsuite.com, where you will see the following:

Fill in your details:

Click '**Sign Up Now**'.

3. Adding Social Networks

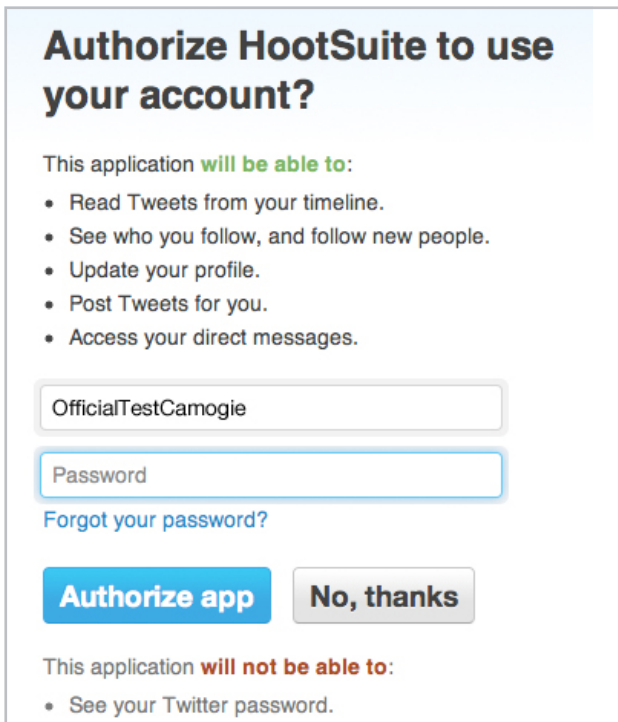Once you have signed up you will see a screen welcoming you with your name on it:

It will provide you with the opportunity to add social media networks:

Twitter/Facebook/LinkedIn

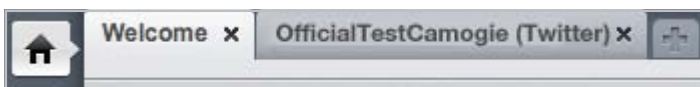Simply, click '**Add a Twitter profile**'

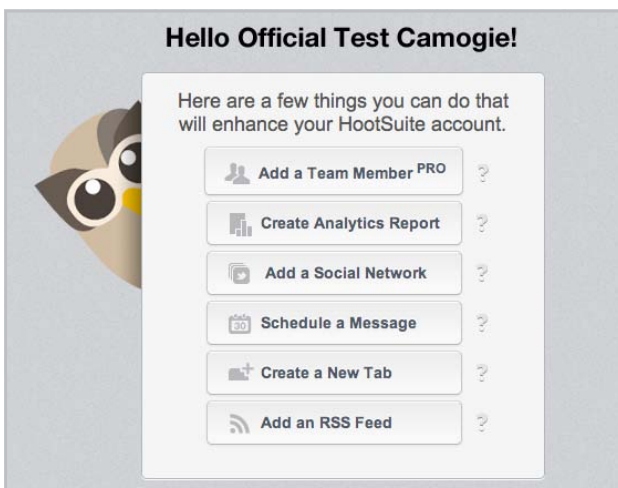Next click '**Connect with Twitter**'

A message from HootSuite will appear, stating the following:
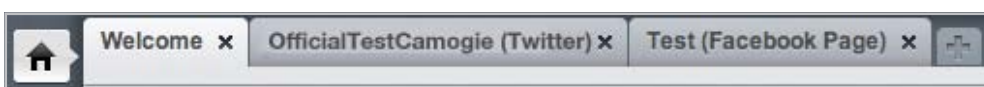
'Authorise HootSuite to use your account?'

Sign into your Twitter account, by entering your Twitter name and Password and choosing '**Authorise app**':

Your Twitter account will now appear in your HootSuite dashboard.

On the welcome tab, click '**Add a Social Network**' and add your Facebook Page in the same manner.

4. How to Use

How to send one message to multiple social networks:

You compose your message in a similar manner to Facebook and Twitter, adding a link or an image if desired etc:
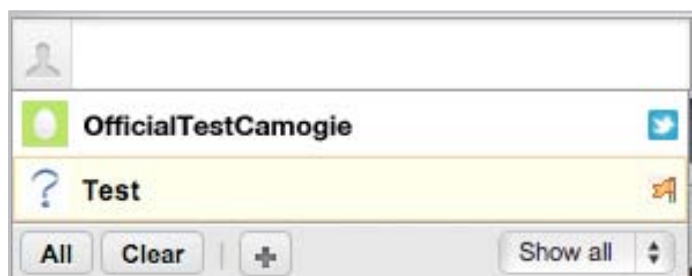

However, to the right of the text box, you will see a box asking you to select a profile:

Clicking on the downward arrow, opens up the list of possible social networks that you can post to. In your case Twitter and Facebook:

Choose '**All**', or click on the accounts individually, whichever is your preference.

Once you have typed your message, and chosen the social networks to send it to, click '**Send Now**':

5. Tips

One thing to consider when using HootSuite to post to multiple networks is the audience you are talking to on each network.

Some posts may be appropriate for all audiences on all networks while some may not – HootSuite allows you to pick which social network to send your message to.

Remember before you post to ask yourself:
Is the message appropriate to the audience?

Note on Future Channels

In the future, the Camogie Association will expand our social media presence potentially across YouTube, LinkedIn, Google+, Foursquare and new channels as they emerge.

We will regularly keep you up to date on these emerging platforms.

Camogie Association Social Media Setup Guide

As adopted and modified from the
GAA Social Media Setup Guide

The Camogie Association would like to thank
GAA Director of Communications, Lisa Clancy
and the Camogie Association Communications and Website Committee

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