



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Trinity Sport
— www.tcd.ie/sport —

Trinity Sport: Communications and Digital Media Guidelines

Trinity Sport Communications and Digital Media Guidelines

The world of social and digital media is enjoyable and engaging and as a Trinity sport club official, coach, volunteer, player, or member you will often use social and digital media. This document has been put together to help and guide those who use digital and traditional media to develop a positive and responsible presence online.

Promoting your club:

- Digital media and traditional media can be a great way to promote your club news, fixtures, and results.
- Share your club news, fixtures, and results with the Trinity Sport team. The team includes a videographer, graphic designer, communications officer and executive, we are here to support you with creating content and news articles for your club.
- Building working relationships with media is a great way to achieve positive news stories and articles for your club. Please do liaise with the Trinity Sport team before engaging with media.
- Provide members, the media, and the wider Trinity College community with timely and regular updates on club fixtures and results where possible.
- Use every opportunity to promote the club focusing on club fixtures, results and positive news stories and activities, using every channel possible.

Social media best practice:

- Familiarise yourself with all social media platforms – maintaining a presence on every channel is difficult; Instagram, Facebook and Twitter are the recommended channels, though there is no requirement to be on all three.
- Upskilling or enlisting other trusted members with the skills to assist the admin of these channels on match days or during busy periods is recommended.
- Content is king – images, videos and news articles work well across all social media platforms. Think about what kind of content will be useful to your audience and what information will interest them. The team at Trinity Sport are here to support you with creating social media content.
- Use of imagery – do not post pictures of others without their permission.
- Set a positive and constructive tone that will reflect well on your sport club.
- Be respectful of all individuals, races, religions, and cultures. How you conduct yourself online not only reflects on you – it reflects directly on your sport club and the wider Trinity Sport family.
- Instant communication – social media is a great way to communicate instantly with your followers. It's often better to take a moment to think about a response before posting it. That way you can give it full consideration.
- All information from internal meetings is to be kept confidential, not to be shared online.
- Please be mindful that the Trinity Sport Code of Ethics is applicable to all online activity

Relationships with the media:

Building working relationships with media is a great way to achieve positive news stories and articles for your club. Please do liaise with the Trinity Sport Communications and Media team before engaging with media.

- Provide media such as the University Times and Trinity News with timely and regular updates on club fixtures and results where possible.
- Liaise with Trinity Sport Communications and Media team before participating in media interviews.

- Provide written statements to journalists queries where possible, Trinity Sport Communications and Media team will support with written statements.
- All information from internal meetings is to be kept confidential, not to be shared with media.
- Please be mindful that the Trinity Sport Code of Ethics is applicable to all interactions with media.

Contact

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