



# MORE...

## PEOPLE. OFTEN. ENJOYMENT. SUCCESS

#HalfAGame  
@wru\_community  
wru.wales

### Half A Game Media Tool Kit

#### Website

Your website is a fantastic place to gain publicity for your Half A Game events by making sure you have up to date details, photos and fixtures and results. You can use the template press release on the WRU Coaching Locker to create a story about your event for the news section of your website.

Increase traffic to your site by sharing links to your website on your social media channels and get visiting clubs to share your website links on their own websites and social media.

All registered clubs will automatically get a 'Half A Game' banner on their website, if their site is administered by the WRU. The WRU will also post relevant Half A Game stories to keep you up to date with relevant local and national stories related to Half A Game.

#### Social Media

You can promote your Half A Game festival before, during and after the event using social media channels such as Twitter, Facebook, Youtube and Instagram. You can join in all the Half A Game social media activity with the designated hastag: #HalfAGame

If you're using Twitter, share your comments, photos and videos with the WRU Community Twitter handle: @WRU\_Community. You can invite opposition clubs to the Half A Game conversation too by using their Twitter handles.

Remember that photos and videos get more interaction than text alone. Why not take a team picture in front of a Half A Game banner or get individuals and small groups to smile with a Half A Game selfie frame. Download templates for all promotional material via the Coaching Locker.

The following examples can be used to accompany your images and videos:

Before "We'll be playing #HalfAGame on (INSERT DAY) Come along to support @WRU\_Community guaranteed game time for (INSERT TEAM)"

During "We're proud to be among hundreds of @WRU\_Community playing #HalfAGame against (INSERT CLUB) to guarantee game time for kids"

After "Great to see so many kids getting #HalfAGame on the pitch today. Share your best pics with @WRU\_Community"

#### Local Media

Your club and your members are of local significance so find the number and email of your local newspaper and get in touch. You can download the template press release at the WRU Coaching Locker and copy, adapt and paste in the body of an email to send to your local news desks. The press release can be adapted to send out after your event too, by changing to the past tense and sending with pictures of your activity.