



England  
Rugby

 **rugby**

**Club Activation Guide**

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# WELCOME

# INTRODUCTION

**Love Rugby is a new campaign to give girls a voice and raise visibility that rugby union is a game where girls belong. We want girls to have the belief and confidence that rugby is for them.**

Love Rugby will help clubs to show the passion, energy and fun that girls experience when playing rugby with their friends.

This guide will explain how to prepare your own Love Rugby campaign to recruit girls to your club and how to utilise Love Rugby resources as an effective way to raise the profile of girls' rugby within your club and wider community.



**“THERE IS A HUGE OPPORTUNITY TO ENGAGE AND GROW THE GIRLS’ GAME, ESPECIALLY AS WE LEAD UP TO HOSTING RUGBY WORLD CUP 2025. I LOVE THIS CAMPAIGN AND AM EXCITED TO SEE MORE GIRLS GIVING RUGBY A GO, WHETHER THAT BE AT SCHOOL, COLLEGE OR THEIR LOCAL CLUB.”**

**SARAH HUNTER**  
ENGLAND'S MOST CAPPED PLAYER

# WELCOMING GIRLS TO YOUR CLUB

# WELCOMING GIRLS TO YOUR CLUB

Before you start planning your Love Rugby campaign, consider what your club will look and feel like to a girl. What impression would your club make when they arrive for the first time, are you inspiring girls and their parents to return next week?

Provide clean and safe facilities, including girls' toilets with locks and sanitary provision.

Ensure it's easy to identify the front door with clear signage and external lighting, have clear signage throughout the clubhouse so it's easy for girls to find their way around.

Have you got pictures of girls up on the walls? Aim to make girls feel valued and that they belong at your club.

Celebrate girls teams' successes on social pages and websites, encourage parents and players to follow you.

Representation of women in the coaching and volunteer staff creates role models and someone who is relatable for the girls.

Involve older girls and introduce opportunities for them to engage with and support the younger girls.

What is the club doing to understand and support the girls mental/physical health?. Communicate this to parents to give them reassurance and that you are proactive in addressing this.

Show a clear pathway so parents and girls can see what their journey at the club would be.

Provide reassurance that there is no pressure to play in competitive fixtures, or contact rugby until they are ready.

For more guidance about how to support girls at your clubs please visit [Growing the Girls Game](#).



# YOUR CLUB'S LOVE RUGBY CAMPAIGN

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To create a national 'Love Rugby' campaign, that will engage girls and become well recognised, we need a consistent and quality message across all national and club communications. Our brand guidelines will help you to achieve this.



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# YOUR CLUB'S LOVE RUGBY CAMPAIGN

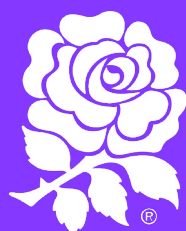
## POSTERS

Print these posters and put them up around your clubhouse and local area. There is the option to add your club details to them. Either do this before printing if you have the means or handwrite once printed.

## SOCIAL ASSETS

Use the range of social and video assets provided on your social media platforms. There are different sizes for specific platforms and these are a great way on raising awareness of your girls rugby offering on social media.

All social assets can be found [here](#).



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# SOCIAL MEDIA GUIDE

# f FACEBOOK ALL ABOUT INFORMATION

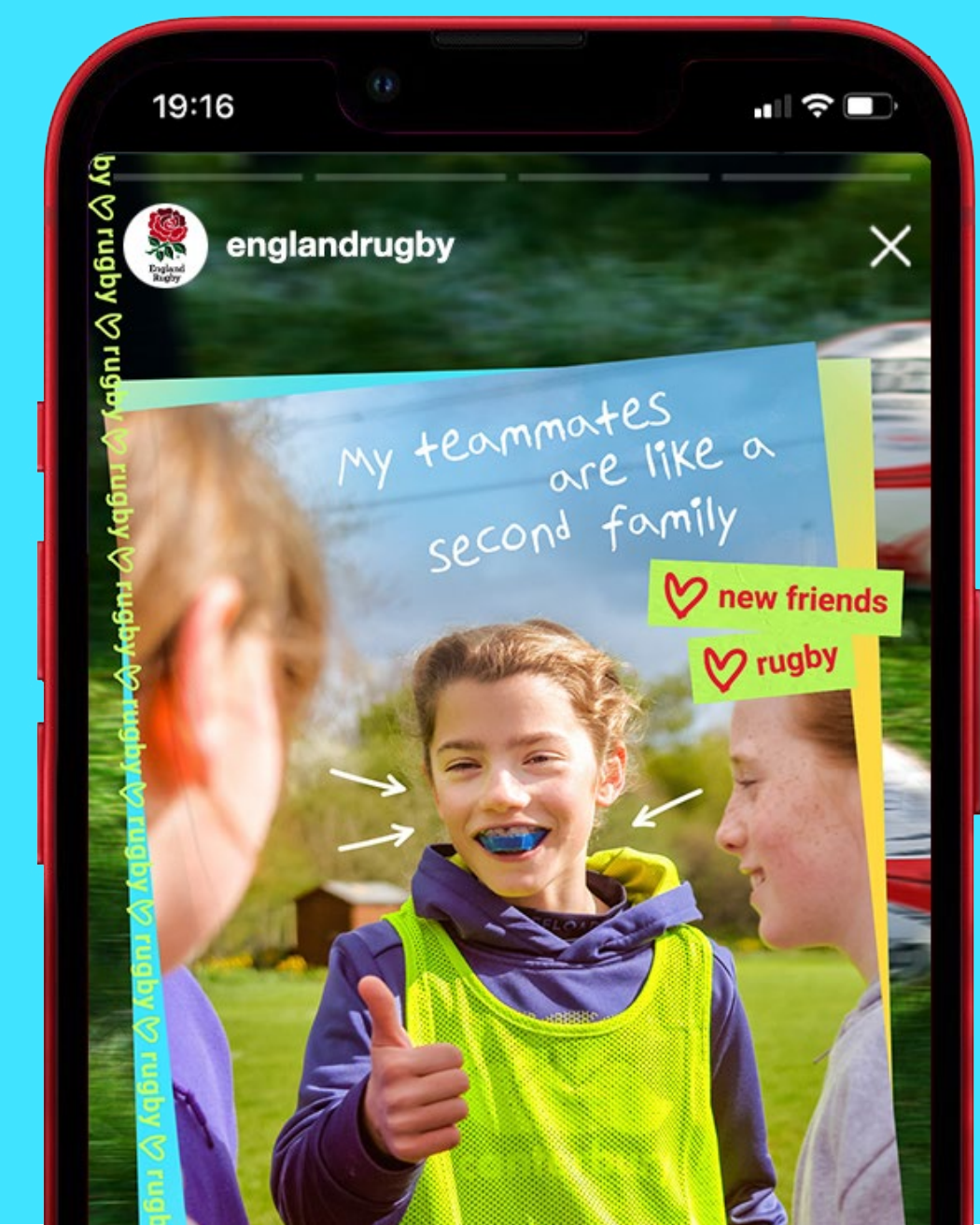
This is where the parents will expect to find out about events and activities

- Regularly update information about your club and training sessions – where and when are they held?
- Post about girls' training sessions and team updates
- #LoveRugby



# Instagram ALL ABOUT PHOTOS

- Share memories and photos from your sessions and team/girls section
- Encourage players/parents to share photos and tag the club
- Post interactive stories with polls, questions and more
- #LoveRugby





# TIKTOK

## ALL ABOUT VIDEO

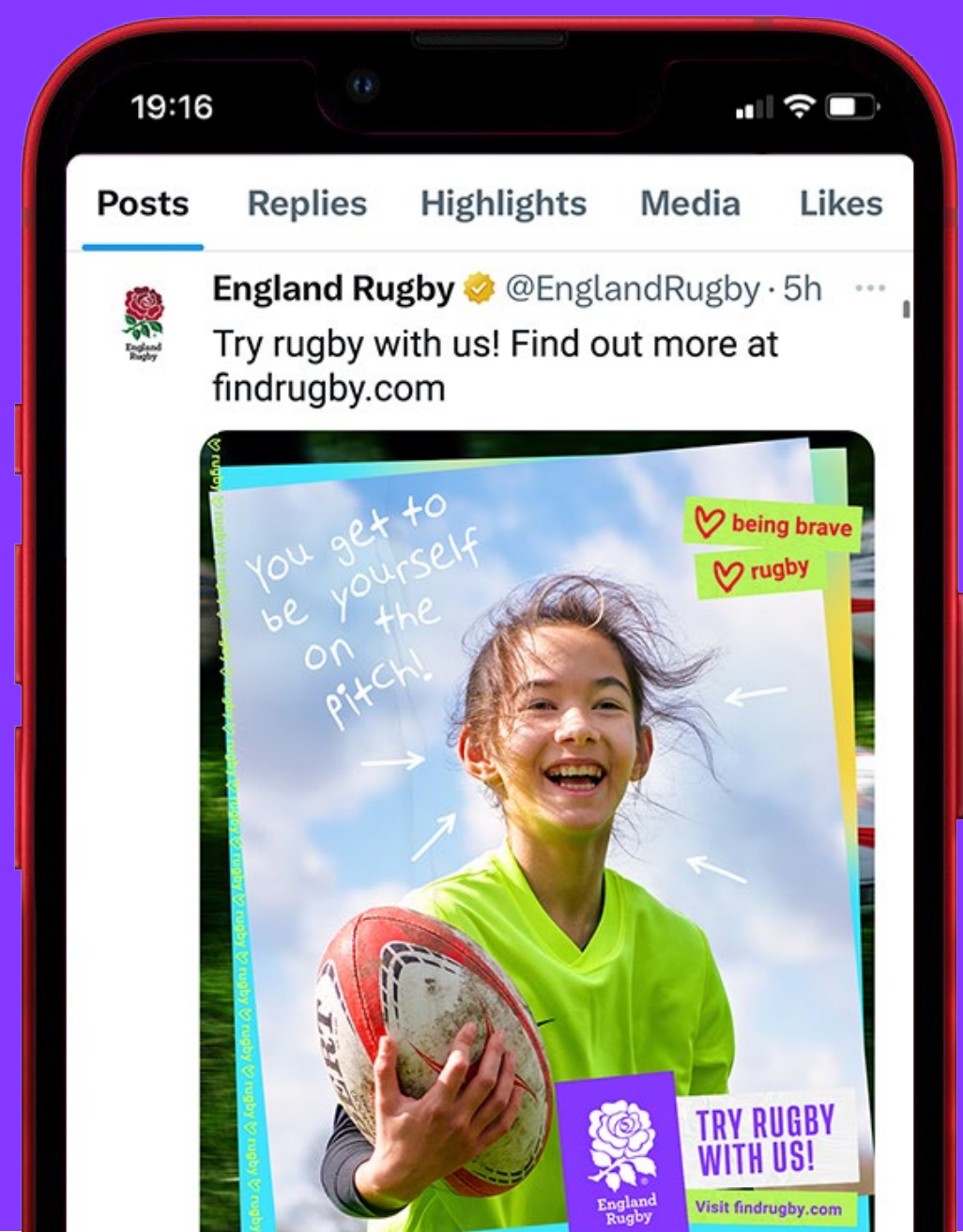
- Engage with girls who may want to get involved with rugby
- Let your players have fun and show the enjoyment they have at sessions
- Keep up to date with the recent trends and viral moments



# TWITTER

## ALL ABOUT THE NOW

- Make people want to get involved and stay involved
- Keep people informed about sessions with key information
- Share the benefits of girls playing rugby and what the club has to offer to girls



# TOP 5 TIPS FOR SUCCESS ON SOCIAL

## WHEN IT COMES TO POSTING ON SOCIAL MEDIA...

1. **Young girls are mobile first** – use the right ratios for both static and video. Square (Instagram, X, Facebook) and Vertical (TikTok, Instagram Stories) work best
2. **Grab attention early** – the social media feed is a competitive place. Have purpose with your posts
3. **Use different content for different channels** – spark the conversation on twitter use questions and polls to drive engagement. On Instagram use hashtags and favour video. Be creative on TikTok and get involved with the latest trends
4. **Make sure contact information is up to date** and all links to websites etc are working so new players can get all the information they need
5. **Finally, post regularly 2-3 times a week** – training information, photos and videos from your sessions or fun content with your players

If you would like any further guidance or information about organising and coaching girls rugby you will find more information at [Growing the Girls Game](#)

**POST 2-3 TIMES A WEEK TO KEEP YOUR AUDIENCE ENGAGED**



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**TRY RUGBY WITH US!**



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