



THE BREAKDOWN

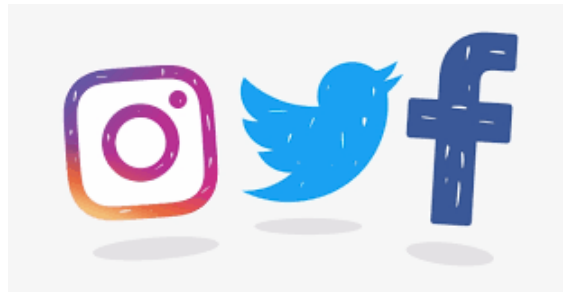
The Breakdown is a newsletter for you, our coaches. There would not be any rugby in Ohio without you and we want to give you an easy, user friendly reference for resources and reminders.

"How To" Guides - Rosters & Consent Forms

Rugby Ohio is in the process of building reference guides for the common tasks coaches are asked to complete. These will be added to the Resources page of the Coaches area of the website. First up is a guide for how to pull a roster and sign consent forms as those are items you should be completing now. New guides will be added over the next several weeks as they are developed.

[Access "How To" Guides](#)

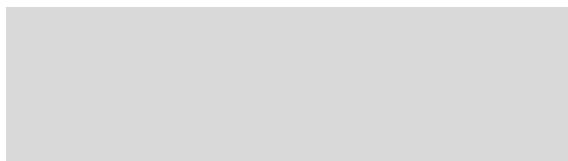
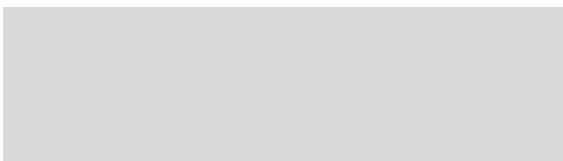
Social Media Tools & Cues



Social Media is a powerful tool that can make an impact with your audience quick and easy. Here are (3) simple tips to use when marketing on social media:

- **Tailor your posts for each audience** - Historically parents are on Facebook, players are on Instagram and Twitter should be used for news, alerts and updates.
- **Quality beats quantity** - Post when you have something valuable to say versus just posting daily. Facebook and Instagram's algorithm are structured by engagement. The more people like, comment or share then the more of your followers will see your posts.
- **#Hashtags expand reach** - #Hashtags are an organic way to reach more people outside of your followers. On Facebook and Twitter use location based hashtags i.e., #Cleveland #Dublin, on Instagram use team branded hashtags i.e., #RugbyOhio, and playful ones like #RugbyGirls.

L1 & Level 200 Certification Courses





It's not too late to get your Level 200 Coaching Certification or your L1 Officiating Certification for this season. Click on the photos to learn more and register. Both are being offered in Pataskala on Saturday, February 22 but registration closes on 2/19. Last chance before the season begins!

[Register Now](#)

Reminders:

- **InjureFree** rollout is underway. Stay tuned for information on how to implement this tool for your team.
- **Activate** program files have been posted to the Resources area of the Coaches page on the website.
- **TheRugbySite** activation codes were sent to each head coach for the subscriber content area of this great resource. Please contact your head coach if you have not received these details.
- Any schedule changes must be communicated to Lee (lee@rugbyohio.com) so that she can make the necessary adjustments for referees and trainers
- Send Lee any corrections to the Coach Contact List for your team

Forward this newsletter to a friend!

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RugbyOhio.com