



The PR-Óg Programme Overview:

The PR-Óg programme is designed for young people, 16-21 years old and aims to provide young people with the opportunity to volunteer within their clubs, 'shadow' their club's current PRO, give them an introduction to gaining various skills and experiences in journalism, public relations, marketing, social media, that are transferable and can be used when applying for college, university or jobs in the future.

Firstly, participants will work in partnership with their Club PRO, therefore the Club PRO must be 'on-board'. In order for this programme to be successful, the Club PRO & PR-Óg must work together.

The responsibilities of the PR-Óg participants will be:

- To read, review and sign up to the Camogie Association's social media policy.
- Attend all the modules of the PR-Óg Programme.
- Complete a range of tasks set out by National Camogie Staff.
- Use the knowledge gained to access or create social media posts for the camogie club.
- Communicate and learn from the club or county PRO and follow instructions.
- Promote Camogie in a positive light at all times.

The responsibilities of the Club PRO will be:

- ❖ To lead by good example.
- ❖ Allow the PR-Óg to create or access social media accounts for the camogie club.



- ❖ Mentor the PR-Óg by initially checking their posts, allowing them access to players/coaches, etc, allow the young person to see the role of PRO and all the tasks that are part of that position.
- ❖ Prepare future generations to take up the role of PRO (succession planning)
- ❖ Show the positive rewards of volunteering for your camogie club or county.

Module Delivery & Schedule

| Module | Delivery Date |
|--|--------------------------|
| Introduction to PR-Óg Programme evening | Mon 15th January |
| Module 1: Social Media Skills | Wed 24th January |
| Module 2: Graphic Design/Canva | Wed 7th February |
| Module 3: Conducting an Interview | Wed 21st February |
| Module 4: Writing a Match Report | Wed 6th March |
| Module 5: Match Programmes | Wed 20th March |
| Completion Day: All Task work must be submitted in April. | April 2024. |

On completion of all tasks, participants will receive a Camogie Association PR-Óg Programme Certificate of Completion and a specially designed Camogie Association PR-Óg 2024 hoody with their initials.

