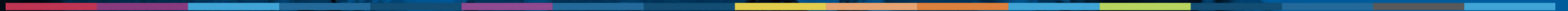




# Media Education for Coaches

24.3.2022 Modern Coach seminar





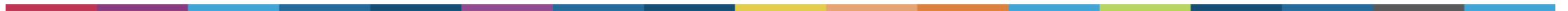
# Who am I? Why me talking about media?

Sari Tuunainen, Executive Director of Finnish Coaches Association Aug 2015->

- Chief Editor of Coach magazine (Valmentaja-lehti)

Formerly:

- Football player, coach and tutor
- Media officer for Olympic Committee Apr 2002- Mar 2012
- Media officer for Women's A football national team "Helmarit" Jun 2010 - Nov 2013
- Entrepreneur May 2012-Aug 2015; Clients f.e. Gymnastics, Athletics and Ice Hockey Federations





# Content



Warm up: Good or bad media?



1. Round: Know your rights



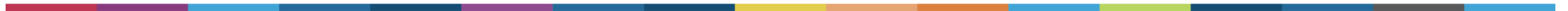
2. Round: In which role you are interviewed?



3. Round: Social media advises for coaches

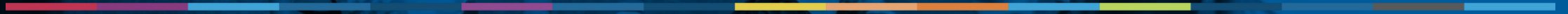


Chilling out: Words of warning





# Warm up: Good or bad media?





# Know your rights

- Interviewee has right to know, where and in what kind of contexts his/her words will be used. He/she needs to know also in which media channels the material is used. Interviewee should also know if the conversation is only for getting background information.
  - Newspaper, tabloid, magazine, webpage
  - Tv, radio, podcast (live or edited!)
- Interviewee can (should!) ask permission to check his/her parts of the article. Journalist is obligated to give possibility to check if its timewise possible. Possibility to check includes only the words of interviewee, not the whole article/story.

<https://vastuullistajournalismia.fi/journalistin-ohjeet/>





# In which role are you interviewed?

Target

Expert

Witness

Source of information

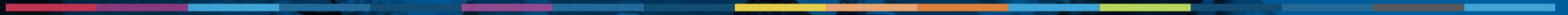


Esko Hatunen: Kokija, asiantuntija ja altavastaaja – Valmentaja on monessa roolissa mediassakin  
[https://www.suomenvalmentajat.fi/site/assets/files/3662/valmentaja419\\_lores.pdf](https://www.suomenvalmentajat.fi/site/assets/files/3662/valmentaja419_lores.pdf)





# Social media advise for coaches



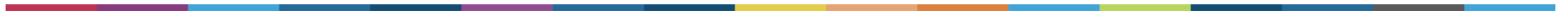


# Social media

Definition: Websites and applications that enable users to create and share content or to participate in social networking. (Oxford Languages)

Background: Starting social media activities in Finnish Olympic Committee 2009-2010.

Memos project work: The Role of Social Media in the Communications of NOC Finland.







**3,3 M**  
(81 %)



**3,1 M**  
(77 %)



**2,9 M**  
(72 %)



**2,0 M**  
(48 %)



**1,0 M**  
(25 %)



**0,9 M**  
(22 %)



**0,7 M**  
(17 %)



**0,7 M**  
(16 %)



**0,5 M**  
(12 %)



**0,4 M**  
(10 %)



**0,4 M**  
(9 %)

Datalähde: DNA, Digitaaliset elämäntavat, 2020, <https://www.sttinfo.fi/data/attachments/00513/ceded4cb-ddeb-4441-9081-46990b8e41ac.pdf>  
(N=1036, 16-74-vuotiaat), käyttö vähintään viikoittain, SVT:n väestötiedot 2020 (stat.fi), kuva: Harto Pönkä, 12.4.2021.

<https://www.innowise.fi/fi/sosiaalisen-median-kaytto-suomessa-somekatsaus-04-2021/>



Modern Coach

# Some examples



DNA 4G 13.10

Search

Finnish ice hockey coach unable to contain his joy after winning Olympic gold.




116 8 comments

Like Comment Share Send

**Jukka Jalonen** · 2nd  
Head Coach of Finnish Mens National Team, CE...  
I didn't like that we won by only one goa 😞

Home My Network Post Notifications Jobs

Jukka Forsberg · 3rd+ · 2d ...  
Odeal Oy  
😊 I can see some smile there..



Like · 4 | Reply · 1 reply

**Joe Pimenoff** · 2nd · 1d ...  
Global Director, Customer Marketing a...  
Fake news

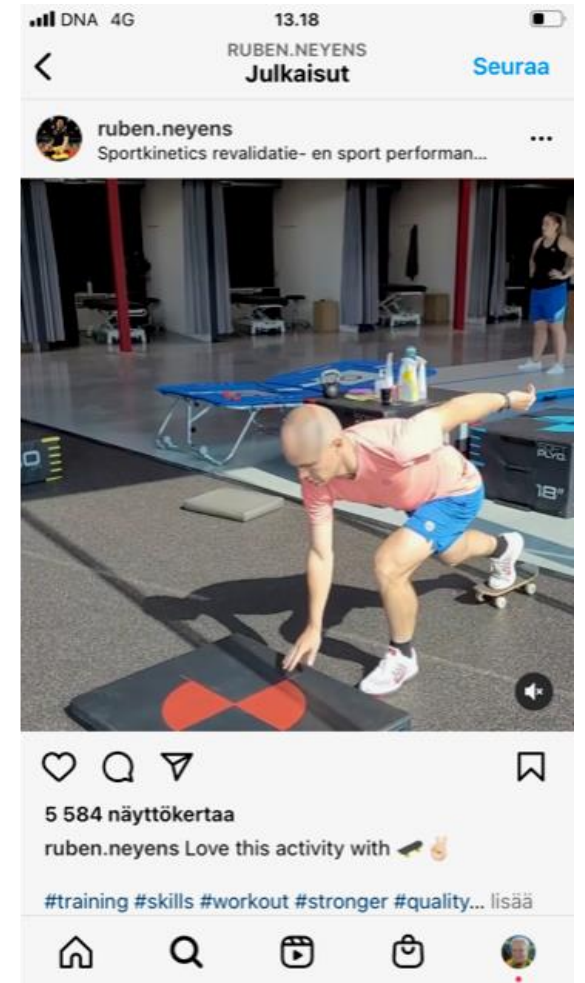
Like · 1 | Reply





Modern Coach

# Some examples





# Social media advises for coaches

- Be active in social media in the channels you feel comfortable with!
- Be yourself, but think what kind of picture you draw about yourself!
- Remember that social media channels are public even though they might give another impression!
- Use social media for building networks and getting coaching ideas!
- Cherish your sport and your great coaching in social media!
- Show the great performances of your athletes in social media!

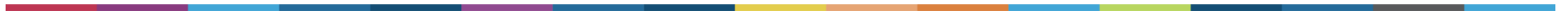




# Discussion

What kind of posts a coach could/should share in social media?

- About coaching/work
- About athletes
- About private life
- Just for fun
- To appeal to sponsors
- etc...





# Words of warning



There are some issues that are "red-hot"; What are those at the moment?



Do not speculate with journalists!



Think (at least a little bit) what you are saying or publishing about yourself!

