



TEAM WEEKLY E-BLAST LIAISON GUIDELINES

E-BLAST DESCRIPTION

- The Blast is a weekly Greeley sports e-newsletter.
- It is emailed every Friday morning during the Greeley Athletics Fall, Winter and Spring seasons.
- The Blast summarizes each team's accomplishments and highlights along with other Greeley Athletics news and information.
- Input for each team (described below) is provided by a volunteer Team Media Liaisons.
- In addition, "Special Blasts" are sent upon request to support events, tryouts, postseason news and stats, and College awards, as examples.

LIAISON DESCRIPTION AND WEEKLY RESPONSIBILITIES

- Team Media Liaisons can be parents, students and/or coaches who attend team games and volunteer to provide weekly information.
- **Varsity Team Liaisons** provide written game summaries and scores, along with pictures if available.
- **JV, Freshman and Modified Team Liaisons** provide scores, stats (names of those who score, assist, make saves, etc...) and pictures, if available.

WRITE-UP PARAMETERS FOR VARSITY TEAMS

- Written input should be succinct and focus on team results and noteworthy performances.
- GSB reserves the right to edit and remove any content that does not follow our mission of **positively supporting our athletes and coaches**.
- You may include links to articles on local news outlets, team/player announcements, etc.
- Maximum Word Count:
 - 500 words for Single-Gender teams (Boys Soccer, Girls Basketball, etc.)
 - 700 words for Combined Teams (Boys & Girls Cross Country, Boys & Girls Ski, etc.)
 - *What if I need more space to highlight the team's accomplishments?*
Send us a condensed version, THEN, Boosters Facebook Page is available for you to post longer write-ups that exceed the weekly eblast limit. We will include a link to our Social Media pages in each weekly blast so readers know where else to go.
- Specify your team at the top of your write-up: i.e., Girls Tennis, Boys & Girls Track & Field.

- Submit your written input as a **Word Document or a google doc**. Do not embed photos within your text Document.

PHOTO PARAMETERS FOR VARSITY, JV & FRESHMAN TEAMS

- Number of Photos to Submit:
 - Up to 4 photos for Single-Gender teams (Boys Soccer, Girls Basketball, etc.)
 - Up to 8 photos for Combined Teams (Boys & Girls Cross Country, Boys & Girls Ski, etc.)
 - What if I have so many great photos to share? Send us the appropriate number of photos, THEN Boosters Social Media Pages are available for you to post all your fantastic team photos! We will include a link to our Social Media Pages in each weekly blast so readers know where else to go.
- Photos cannot be embedded within a Word document, they must be sent as JPEGs (less than 2MB) attachments.
- Photos cannot be larger than 2MB.
- If you are submitting photos from our suggested professional photographers, their photos are typically more than 2MB.
- Excel and PDF files do not load into Constant Contact, so spreadsheets and flyers must be submitted as JPEGs (less than 2MB) in order to be included in the weekly blast.
- Specify your team when you send in your photos: i.e Girls Varsity Tennis, Boys JV Freshman Basketball, Track & Field, etc...

EMAIL LOGISTICS & DEADLINES

- Blast input is provided by Liaisons each Thursday by **noon** to meet the Friday, 7AM mailing schedule.
- If you will not meet the deadline you **MUST** email us and give us an estimate as to when you will be able to send it.
- Blast write-ups and photos are emailed to eblast@greeleysportsboosters.org
 - Questions can be sent to this email address also.

Please respect our guidelines and submit accordingly.

We look forward to sharing news and information about your team!