



TEAM SOCIAL MEDIA LIAISON GUIDELINES

SOCIAL MEDIA

- Every team should have a Social Media Liaisons who posts on the Boosters' Social Media Platforms: FB, Twitter/X and/or Instagram. Different people can be responsible for different platforms.
- Teams can post game updates, team photos and accolades, game footage, announcements and events.
- GSB reserves the right to edit and remove any content that does not follow our mission of positively supporting our athletes and coaches.
- Access is granted by sending a request to Alex Goldstein, cto@greeleysportsboosters.org **To receive access you will be required to fill out and submit a form before receiving the passwords.** Access is only granted to a parent or coach. DO NOT share with students or individuals not listed on your team form you submitted.
- This is a great way to promote what is happening on your team and in the Greeley Athletics Community.
- This is a shared account, different sports are all posting and sometimes at the same time. You MUST start your posts with who you are posting about at the beginning of your text. Example Girls Varsity Field Hockey.... , Boys JV Lacrosse...
- Make sure to use athletes' complete first and last name when posting.
- It is important that in addition to posting that you tag the following accounts to gain greater coverage:
 - o your team's pages (ex. Instagram - @greeleyvball or Twitter/X @greeleyfootball)
 - o Greeley Athletic Department: Instagram - @greeley_sports Twitter/X - @GreeleySports
 - o Lo-Hud sports: Instagram & Twitter/X - @lohudsports
- If posting real time game updates only use Twitter/X.
- Additionally all parents, students and coaches are encouraged when posting team specific content to their personal social media accounts to also tag the accounts listed above as well as Boosters Instagram - @quaker_sports & Twitter/X - @Quaker_Sports
- By tagging the accounts listed above, those accounts will share your team's posts gaining greater exposure for your athletes and team.

***Please respect our guidelines and submit accordingly.
We look forward to sharing news and information about your team!***