



Coaches/Managers Social Media Procedures

Overview

A great Social Media presence will benefit Rio by positively promoting our club, publicizing success stories of our players and teams, providing parents and players with up to date information and news. This will create a true community around our club and will maintain an excellent online presence to drive new and repeat registrations, and will also keep the club reputable and thriving for future generations.

Valuable Content is Provided by Manager, Coaches and/or Directors

Please provide the following information:

- **Who:** Please Hashtag with **#RIORAPIDSSC** and your **#RioTeamNameYearB/G (i.e. RioFire04G)**. This is a very important historical resource for your team. Make sure your team parents/managers are tagging BOTH to all their posts. Consider the following as created by Chris Hurst: #oneclub #rapidson3
- **What:** What Happened?
- **Where/When:** City/State & Date of the Event
- **Why:** Why is it Relevant or Newsworthy? Placement in a Tournament? Achievement? Community Service?
- **Media:** Keep things Visual! People process and engage more with pictures and visual content. Videos [YouTube](#) or [Vimeo](#) Photos (1000 pixels or more, wide or high at 72dpi)

Steps

1. Coaches and/or Managers will provide the above Content in its Entirety to their Director
2. Directors will approve the information as valuable content for the Club
3. Directors will submit information to [LionSky](#)
4. [LionSky](#) will create any News Posts, Social Media Posts and all appropriate hashtags and links
5. Director will notify the Coaches/Managers once Posts are LIVE
6. Coaches/Managers will notify their teams to **view and share** the content via Social Media Channels

Core Social Media Channels

- **Twitter** <https://twitter.com/RioRapidsSC>
- **Facebook** <https://www.facebook.com/riorapidssc/>
- **Instagram** <https://www.instagram.com/riorapidssc/>
- **Google+** <https://plus.google.com/u/0/b/110676063725380706038/110676063725380706038>

Note: We are always looking for valuable content to share with our members! If you have information or tips on: nutrition, skills, drills, etc. All information will be approved by Directors to ensure a unified message.