

# COACHES' SOCIAL MEDIA GUIDE FOR CONNECTING WITH THEIR COMMUNITIES



## DO'S

- Plan content in advance
- Check for grammar, spelling, etc
- Keep it friendly
- Be professional
- Think about what you are saying
- Practice internet safety
- Be a role model and set an example for the youth
- Stay positive
- Manage your comments to keep things positive
- Engage your team all together



## DON'TS

- Moderate where needed
- Post anything inappropriate you wouldn't want co-workers or youth seeing
- Private message youth

Download ***Distance Coaching Guidelines*** on the #Up2UsSportsAtHome page at <https://up2ussports.org/up2ussportsathome> for more information.

## PLATFORM GUIDES



# HOW TO USE SOCIAL MEDIA TO CONNECT

## BEFORE YOU POST

- Is it mindful?
- Is it helpful?
- Is it positive?
- Is it respectful?
- Is it safe?
- Does it encourage sport-based youth development?
- Is it targeting the right audience?
- Are you using the right platform?
- Is it educational?
- Does it represent you and your organization(s) well?



## SBYD SOCIAL MEDIA TIPS

### 1 Pick your platform

- What platform is suitable for the audience you are trying to target and the media you would like to use?

### 2 Plan your content

- Be sure your content is relevant and appropriate for your goal and the mission of the organization you represent. Don't forget to be creative! Be mindful that everyone has different work/play spaces right now.

### 3 Is it intentional?

- As SBYD coaches, we are intentional about what we coach and how we talk to youth in our programs. Are you using the same intentionality in your post? Will it be helpful to your audience?

### 4 Is it promoting SBYD?

- Is your post helping build relationships and create a positive culture for your audience?

### 5 Post it!

- We want to hear your voice in the SBYD community and so does your audience because you are making a positive impact in your community!

**KEEP IT SIMPLE. BE ADAPTIVE. BE CONSISTENT.**

### Suggested Tags/Hashtags to use:

@Up2UsSports @Host Site @Americorps @State Commissions  
#up2ussports #up2ussportsathome #up2uscoach #up2ustraining  
#sportsbasedyouthdevelopment #sbyd #getthingsdone #americorpworks