



Social Media Procedures

Overview





A dynamic social media presence is crucial for NM Rapids 🌟, as it helps us positively promote our club, engage with our community, and showcase the incredible achievements of our players and teams 🏆.

Our goal is to create content that reflects the spirit and values of NM Rapids while keeping everyone informed and excited about what's happening at the club 🎉.

What We Post

- **Success Stories** 🏆: Celebrating the outstanding achievements of our players and teams, both current and alumni.
- **Team News** 📣: Sharing important updates, milestones, and highlights from our teams, ensuring everyone stays connected with their progress. A look into your team practices and trainings are always well received by the families 👨‍👩‍👧.
- **Information & News** 📰: Providing parents, players, and the community with up-to-date information on club news, policies, and announcements.

- **Upcoming Events:**

- **Registrations** : Promoting sign-ups for club programs, camps, and tournaments to keep participation high.
- **Fundraisers** : Highlighting fundraising opportunities for teams and the club, including how to participate and contribute.
- **Special Events** : Sharing details on events like breast cancer awareness campaigns, fan gear sales, and more.
- **Community Service** : Posting about volunteer opportunities, community service projects, and ways to get involved with the club.

These posts are designed to foster a true community around NM Rapids, helping us maintain an excellent online presence, drive new and repeat registrations, and ensure the club's continued success.

Content Submission Guidelines

To ensure accuracy and maintain high standards, all content must be submitted by Managers, Coaches, or Directors. We do not accept posts directly from parents. This process ensures that all information is accurate, approved, and aligns with our club's messaging.

When submitting content, please include the following details:

Who:  +   + 

Provide full names of individuals or teams involved. If tagging on social media, include the appropriate handles (@username) for Facebook, Twitter, and Instagram to ensure accurate tagging.

What: 

Describe the event or achievement in detail. Include the full tournament name, event title, or activity, along with the city and state, so we can tag relevant organizations or locations.

Where/When: 📍 📅 :

Provide the location (city/state) and the date of the event or achievement to give context and relevance to the post.

Why: ?

Explain why this content is newsworthy or important. Was there a significant achievement, community impact, or other noteworthy accomplishment?

Media: 📸 📱 📰 🎙️ 🎥 🌐

Include high-quality visual content. Photos should be at least 1000 pixels wide or higher at 72dpi, and videos should be labeled with the player's name and date. Complete Newspaper or magazine article [🔗](#)s. Visuals are key to driving engagement.

Submission Process

Content Submission:

- **Coaches, Managers, or Directors** should email the complete content (see Guidelines above), including all the details and the media, to: margie@lionsky.com
If this is time sensitive post, please text me at **505-350-5832**

Content Creation: 📝 🎨

- LionSky will create the posts, including any necessary hashtags, links, and captions, ensuring everything is optimized for engagement.

Team Notification: ➡️ 📱 👍 ❤️ 🔄 😊

- Once the content is live, **Managers, Coaches, or Directors** should notify their teams to view, like, and/or share (depending

on the type of post) across their social media channels to maximize reach.

Helpful Links

- **Linktree:** <https://linktr.ee/NMRapids> - this has all important links in one place. This is an easy way to share our socials, registration links, special events, etc. Also a great link to put in your email signatures
- **Twitter:** <https://x.com/NMRapidsSC>
- **Facebook:** <https://www.facebook.com/nmrapidssc>
- **Instagram:** <https://www.instagram.com/nmrapidssc>
- **Google:** <https://maps.app.goo.gl/D9TQXobX6oKYS9a26>

