

Social Media Guidelines

SIMPLE VERSION, Last updated Oct 2025

PURPOSE

To promote our **NYSA mission**, celebrate soccer players and teams, provide timely updates, and engage our community while maintaining a professional and youth-appropriate online presence.

CONTENT GUIDELINES

DO POST

- Team photos and group celebrations
- Game highlights (short clips or reels)
- Coach/volunteer spotlights
- Training drills, tips, and challenges
- Club announcements (tryouts, camps, tournaments, and events)
- Community engagement or partnerships
- Tournament updates and results (especially if moving forward in State, Regionals, etc.)
- Do mention Club (SoundFC, NSC, Rec Club) and NYSA
- Do allow your posts to be shared, and share other posts, events, and stories

DO NOT POST

- Private information (full names, addresses, or contact info)
- Injuries or emotional distress moments
- Content that only promotes one player/team unfairly over others - favoritism perception
- Avoid criticism of players, referees or other clubs
- Avoid overly emotional or controversial statements
- Don't engage with other clubs in inappropriate ways
- Don't share NYSA or Club confidential information
- Don't comment on legal or financial matters

KEY HASHTAGS

Use consistent branded and local hashtags when posting

	Hashtag	Hashtag	Hashtag
NYSA	#NYSA	#NorthshoreSoccer	#northshore_soccer
Sound FC	#wearesoundfc	#SoundFC	
NSC	#NSC	#nsc_soccer	
Recreational (U13+)	#NYSAunited	#nysaunitedsc	
Rec (Younger)	#nysarec		

Other examples:

#YouthSoccer, #FutureStarts, #SoccerFamily

#[CityName]Soccer . . . #BothellSoccer #WoodinvilleSoccer #Edmonds Soccer

#[TeamName] . . . #G2013A, #Boys2010A

#StateCup, #PresidentsCup, #CranberryCup

#RCL, #mlsnext

NYSA Brands and Clubs: Premier, Select, and Recreational

