



Eastern Junior Elite Prospects League

EJEPL

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2021-2022 EJEPL Social Media Style Guide

This is a guide for social media usage as a means of recruitment and publicity for the 2021-2022 EJEPL season. This is not mandatory, but should you wish to have a social media presence we ask that you abide by these rules and use some of the helpful hints listed below. In addition, the EJEPL follows the USAH and SafeSport guidelines and handbook with regards to social meeting postings from organizations and their members (coaches, players, parents, administrators, managers, etc.).

If you have specific Social Media questions please contact Jon Sandos, jsandos@ejepl.net.

EJEPL SOCIAL MEDIA ACCOUNTS

- Facebook – EJEPLhockey
- Instagram - EJEPLhockey
- Twitter - EJEPLhockey

EJEPL HASHTAG

Our official hashtag for the EJEPL is **#EJEPL**. Please use this when posting about EJEPL related things from your organization on social media; Facebook, Instagram, or Twitter.

Social Media Hints:

FACEBOOK

- Facebook is primarily a platform that caters to the older athletes and parents. Please make sure that when you are creating original content posts they are “age” appropriate.
- Facebook groups are useful for parents of athletes to get involved and stay up to date.
- When posting a link on Facebook, use the website bit.ly to shorten the URL before including it in the post. Simply paste the URL into the website bit.ly and it will shorten the link. Make sure to test the new shorter URL prior to posting.
- **Character Limits:** There is no specific character limit for a Facebook post, but they should be short and to the point.

INSTAGRAM

- Pictures must be appropriate!
- When possible please use pictures with team’s jersey, or other team or league apparel.



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- **Instagram Specific:** If the picture is too big to fit in the size constraints of Instagram you can download a free application called **InstaSize** from the app store. InstaSize allows users to resize the photo, save it and upload it to Instagram so that you will be able to see the entire photo.
- All platforms allow you to tag specific organizations, clubs and/or athletes. Use the @ symbol before typing the other organization's name in order to tag them in the post.

TWITTER

- Twitter is a platform that is used to quickly communicate a message to users. Tweets should be kept to one concise message rather than trying to communicate multiple messages.
 - When using twitter, there is a 280 character limit per tweet.
- Using visuals in your tweets increase user engagement rates and add personality to each tweet. Up to four photos can be added to each tweet.
- Incorporating relevant hashtags expand your reach and allow you to tap into other conversations on the same topic. For every tweet your organization posts please include the hashtag #EJEPL.

SUGGESTED TIMES TO POST

We recommend that posting in the **morning before work or during the first hour and in the evening after work on Facebook**, as most people are less likely to use this platform during working hours. However, there are **no timed guidelines for Instagram**, as users are constantly using the platform. Twitter can be used for real time updates of scores, results, etc.

SUBMITTING VIDEOS & PHOTOS TO LEAGUE FOR POSTING

If your organization does not use any of these platforms, you will not be left out, just follow the steps outlined below and we can help! Organizations that do have a social media presence can also follow these steps below and we can help increase the audience that is reached:

- Take photos or videos at practices, games, and other team approved functions.
- Make sure these items are appropriate for posting.
 - You can also submit any big news coming out of your organization.
- Email photos, videos, or big news along with a very brief quote for posting to jsandos@ejep.net
 - Example of quote for posting "Team X rallies from 2 down in the 3rd period to defeat Team Y #EJEPL"
- Not all photos or videos will be posted immediately
 - League Social Media Coordinator will determine which items are posted and when they are posted