

# PI SOCIAL MEDIA TOOLKIT

Players First is a branded, holistic club soccer experience for parents and players, which emphasizes the development of each individual to his or her full potential, and helps parents make better choices about where their children should play.

Launched in Aug. 2015, US Club Soccer has built Players First on five pillars: Club Development, Coaching Development, Player Development, Parent Engagement & Education and Player Health & Safety. Numerous best-in-class partners and resources have joined the movement, helping clubs attain the optimal environment that puts Players First.

## #P1soccer



# 1

Share suggested posts below



# 2

Engage with like-minded clubs, coaches and parents

*Tag others to get them involved*

What should I tag? @USClubSoccer | #P1soccer

## SUGGESTED POSTS

Click to Tweet directly or copy-and-paste to other social channels.



### PLAYERS FIRST FIVE PILLARS

<p>We're proud to stand with <b>@USClubSoccer</b> in our mission to put Players First! Every youth athlete deserves an environment that helps them achieve their goals – at every level: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b></p>	<p>Players First is built on five pillars: Club Development, Coaching Development, Player Development, Parent Engagement &amp; Education and Player Health &amp; Safety. Learn how <b>@USClubSoccer</b> is changing youth soccer: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b></p>
<p>Best-in-class background screening, sexual abuse prevention, goal safety guidelines &amp; mandatory injury recognition training for coaches. These resources &amp; many more are examples of how <b>@USClubSoccer</b> is leading the way in Player Health &amp; Safety: <a href="https://bit.ly/2mqTdVb">https://bit.ly/2mqTdVb</a> <b>#P1soccer</b></p>	<p>In youth soccer, the term 'development' often refers to just players. But we're also committed to improving our club as a whole, which in turn, fosters better coaches and better players: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b></p>
<p>There are a lot of Coaching Development opportunities, but these are Players First-tested: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b></p>	<p>Player Development doesn't just refer to on-field training. Here are ways to develop athletes on and off the pitch: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b></p>
<p>Given the proper instruction and communication, parents can be a huge benefit to any club and their children's youth soccer experience. Here are tools &amp; tips for effective Parent Engagement &amp; Education: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b></p>	<p>Like <b>@USClubSoccer</b>, we believe our first and foremost responsibility is to Player Health &amp; Safety – a pillar of Players First. Here are resources that help achieve that: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b></p>
<p>Every child deserves a safe place to enjoy the sport we love. Here are some articles from <b>@USClubSoccer</b> about one of its Players First pillars: Player Health &amp; Safety <a href="https://bit.ly/2mqTdVb">https://bit.ly/2mqTdVb</a> <b>#P1soccer</b></p>	<p>Welcome to the homepage of <b>@USClubSoccer's</b> Players First (<b>#P1soccer</b>) initiative with new content published regularly: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> Numerous articles to help clubs in every aspect of the game.</p>

### PLAYERS FIRST CLUB LICENSING

<p>Clubs, take notice: as a parent, I'm looking for clubs that are Players First-licensed. That means a club is providing a safe, holistic environment where everyone can reach their full potential: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b></p>	<p>Finally. Youth soccer has a right way to evaluate clubs and get parents involved. Introducing, Players First licensing: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b> (via <b>@USClubSoccer</b>)</p>
<p>A team's record often isn't the best indicator for success in youth soccer. <b>@USClubSoccer</b> has introduced the new standard: Players First licensing for clubs <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b></p>	<p>Club Development? Check. Coaching Development? Check. Player Development? Check. Parent Engagement &amp; Education? Check. Player Health &amp; Safety? Check. Here's the Players First club licensing process: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b></p>
<p>Congratulations to these clubs for proving their ongoing commitment to providing the optimal environment for youth soccer players: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> Players First-licensed clubs check all the boxes for holistic development among coaches, players and parents. <b>#P1soccer</b></p>	<p>Players First: it's a movement, and these clubs are behind it. Parents: take notice, these clubs are doing things the right way: <a href="https://bit.ly/2kpOVwp">https://bit.ly/2kpOVwp</a> <b>#P1soccer</b></p>



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