

WEB/MEDIA COMMUNICATIONS FOR TEAM MANAGERS AND COACHES

United Futbol Academy (UFA) is proud of the efforts of our teams, players and coaches both on and off the field. We highlight team and individual accomplishments under our Achievements tab. We also have a relationship with online and print news sources in Dawsonville, Cumming, Dahlonega and surrounding areas. We balance the Press Releases we send to them to represent all of the United FA organization.

We ask all team managers to filter their team's achievements through our communication's coordinator. This ensures consistency and proper branding of UFA terminology while also establishing a stronger voice in the community.

THE PROCESS

After a tournament win or other notable event, either the **Team Manager OR Coach** can do the following:

- 1. Write up a 150 word or less description** of the tournament/accomplishment, Including:
 - Date
 - Accurate name of tournament (double-check yourself, please)
 - Coach name
 - FIRST NAME ONLY of players. UFA will not post the full names of minors.
 - **In email subject line, please reference your team in the format: UFA(D) 95 Girls Red. Do not use the U18 age reference. We will keep these posts and the "95" will more accurately identify the teams/players over a period of years, rather than just a season.**
- 2. CONFIRM THAT EVERYONE IN THE PHOTO HAS GIVEN PERMISSION** for their image to be used. *Not all players have signed the waiver of release for media. As TM, we need you to help protect the rights of the players on your team.*
- 3. Include a photo in the email.** UFA can adjust the size and crop if necessary.
- 4. Note Facebook preference:** If you DO NOT want the information posted on the Facebook site, please make a note in the email. We Do Not TAG photos to individual's personal Facebook pages. You can view the UFA site at: www.facebook.com/unitedfa
- 5. Email to communications@unitedfa.org** . We try to post within 24 hours and will email when it is up.

NEWSPAPER POLICY:

UFA asks that you DO NOT send articles/photos directly to the newspapers or online news sources. Each week, UFA will submit a photo/story to the media – and it will be

different sources each time. With all the sports represented in the local community, we have to be strategic. Also, the majority of the papers focus on school sports, so we have to leverage our requests.