



## TEAM MEDIA LIAISON GUIDELINES for WEEKLY E-BLAST & SOCIAL MEDIA

### E-BLAST DESCRIPTION

- The Blast is a weekly Greeley sports newsletter.
- It is emailed every Friday morning during the Greeley Athletics Fall, Winter and Spring seasons.
- The Blast summarizes each team's accomplishments and highlights along with other Greeley Athletics news and information.
- Input for each team (described below) is provided by volunteer Team Media Liaisons.
- In addition, "Special Blasts" are sent upon request to support events, tryouts, postseason news and stats, and College awards as examples.

### LIAISON DESCRIPTION AND WEEKLY RESPONSIBILITIES

- Team Media Liaisons can be parents, students and/or coaches who attend team games and volunteer to provide weekly information.
- **Varsity Team Liaisons** provide written game summaries and scores, along with pictures if available.
- **JV & Freshman Team Liaisons** provide scores and pictures, if available.

### WRITE-UP PARAMETERS FOR VARSITY TEAMS

- Written input should be succinct and focus on team results and noteworthy performances.
- You may include links to articles on local news outlets, team/player announcements, etc.
- Focus on our senior players towards the end of the season is always appreciated and a nice way to wish them the best of luck.
- Maximum Word Count:
  - 300 words for Single-Gender teams (Boys Soccer, Girls Basketball, etc.)
  - 600 words for Combined Teams (Boys & Girls Cross Country, Boys & Girls Ski, etc.)
  - *What if I go over the word limit?* Send us your first 300 words, THEN, Boosters Facebook Page is available for you to post longer write-ups that exceed the weekly blast limit. We will include a link to our Facebook Page in each weekly blast so readers know where else to go. See below for accessing our Social Media Platforms.
- Specify your team at the top of your write-up: i.e., Girls Tennis, Boys & Girls Track & Field.
- Submit your written input as a Word Document. Do not embed photos within your Word Document.

### PHOTO PARAMETERS FOR VARSITY, JV & FRESHMAN TEAMS

- Number of Photos to Submit:
  - Up to 4 photos for Single-Gender teams (Boys Soccer, Girls Basketball, etc.)
  - Up to 8 photos for Combined Teams (Boys & Girls Cross Country, Boys & Girls Ski, etc.)
  - *What if I have so many great photos to share?* Send us the appropriate number of photos, THEN Boosters Facebook Page is available for you to post all your fantastic team photos! We will include a link to our Facebook Page in each weekly blast so readers know where else to go. See below for accessing our Social Media Platforms.
- Photos cannot be embedded within a Word document, they must be sent as attachments.
- Photos cannot be larger than 5MB.
- Photos of senior players taken throughout the year are used at the Senior Athlete Dinner.
- All photos received each season are also loaded onto a drive, which is available to the Greeley community upon request.
- Excel and PDF files do not load into Constant Contact, so spreadsheets and flyers must be submitted as JPEGs (less than 5MB) in order to be included in the weekly blast.
- Specify your team when you send in your photos: i.e., Girls Tennis, Boys & Girls Track & Field.

## **EMAIL LOGISTICS & DEADLINES**

- Blast input is provided by Liaisons each Thursday by 9PM to meet the Friday, 7AM mailing schedule.
- Blast write-ups and photos are emailed to [eblast@greeleysportsboosters.org](mailto:eblast@greeleysportsboosters.org)
  - Questions can be sent to this email address also.

## **SOCIAL MEDIA**

- Liaisons may also post on the Boosters' Social Media Platforms: FB, Twitter and Instagram.
- Access is granted by sending a request to [webmaster@greeleysportsboosters.org](mailto:webmaster@greeleysportsboosters.org)
- This is a great way to get real time updates out to fans, followers & media who are not at the games and to help promote what is happening in the Greeley Athletics Community.

***Please respect our guidelines and submit accordingly.***

***We look forward to sharing news and information about your team!***