**IDAHO YOUTH SOCCER ASSOCIATION (IYSA)**

**ONLINE MEDIA GUIDELINES**

The Online Media Guidelines document is designed to assist member clubs of the Idaho Youth Soccer Association (IYSA) in submitting post requests that align with IYSA's communication strategy. Herein are channel-specific requirements for submitting content for Facebook, Instagram, Twitter.

1. **General Guidelines**
	* Content must align with the goals, values, strategies, and mission of IYSA.
	* Cannot promote events, activities, and programs that are not USYS-sanctioned.
	* Profanity, discriminatory, or offensive content is strictly prohibited.
	* Ensure accurate, relevant, and timely information is provided.
	* Player-centric, team-centric content is preferred (“good of the game”)
2. **Channel-Specific Guidelines**

**a. Facebook**

* + Photo/Video: Upload photos (max. 5 per post) in JPEG or PNG format. Videos should not exceed 5 minutes in length and 4GB in size. Always ensure that you have the right to any media posted.
	+ Text: Limit to 63000 characters. However, keep the post concise (around 80 characters) for better engagement.

**b. Instagram**

* + Photo/Video: Posts can include up to 10 images or videos. Images should have a resolution of at least 1080 pixels wide. Video posts can be up to 60 seconds long.
	+ Text: Limit captions to 2200 characters but consider using less for readability. Use relevant hashtags to increase visibility.

**c. Twitter**

* + Photo/Video: Tweets can include up to 4 photos or a GIF or a video. Images should be under 5MB, and videos should be 2 minutes and 20 seconds or less.
	+ Text: Tweets should be 280 characters or less. Use relevant hashtags and tag related accounts where applicable and appropriate.
1. **Review Process**

Submitted posts will be reviewed by the IYSA Communications team, and clubs will be notified if their posts are approved or if any modifications are needed, within 2-5 business days.

1. **Post Submission**

Please use the online media request form on the IYSA website to submit your posts.

By adhering to these guidelines, we can foster an engaging, positive, and consistent online presence that aligns with IYSA's vision. For any queries regarding these guidelines, please contact info@idahoyouthsoccer.org.

1. **Posting Timeline**

Approved media requests will be processed and posted within a reasonable timeframe from acceptance. A reasonable timeframe is affected by the following variables:

* Previous content posting that is already on our content calendar
* Errors or edits required to the final version
* Missing or poor information
* Poor quality media (photos/videos)

Please Note: Media requests submitted on the same day will not be processed and posted. Please plan accordingly to get on the calendar.

1. **Intellectual Property and Content Legality**

It's crucial to respect intellectual property laws and personal privacy when submitting content for posting.

**a. Photo/Video Release**

If your content includes identifiable images or videos of individuals, especially minors, it is your responsibility to have a signed release form from the individuals or their legal guardians. The release form should give consent for the use of their likeness for promotional purposes. IYSA reserves the right to ask for these forms at any time.

**b. Copyrighted Material**

Do not submit content that includes copyrighted material (music, artwork, trademarked logos, etc.) unless you have obtained the necessary permissions or licenses from the copyright holder. The unauthorized use of copyrighted material is a legal infringement and will not be tolerated.

**c. User-Generated Content**

If you are submitting content that was not created by your club (such as fan photos, retweets, or shared posts), ensure you have permission from the original creator to use their content. Credit should be given where it's due.

1. **Indemnity**

By submitting content, you are agreeing to indemnify and hold harmless IYSA against any claims or legal proceedings brought against IYSA because of the use of the content you provided.

By adhering to these guidelines, we can foster a safe, respectful, and engaging online community while avoiding legal complications. For any queries regarding these guidelines, please contact info@idahoyouthsoccer.org