

## **Social Media Guidelines**

### **Navajo Girls Fastpitch**

Purpose: Navajo Girls Fastpitch (NGF) social media platforms are used to promote league-wide communication, celebrate our players and teams, and share important information with our community. These guidelines are intended to ensure consistent, respectful, and sustainable use of social media while recognizing that all content is managed by volunteers.

#### 1. How to Submit Content

To ensure content is not missed or lost, the following submission process will be used:

- Preferred Method:
  - Email: [navajosocialmedia@gmail.com](mailto:navajosocialmedia@gmail.com)
- Secondary Method:
  - GroupMe direct message to Social Media Manager
- Tag us on social media; profile must be public to repost content.
- Please note that content requests submitted via personal text messages cannot be tracked and are not guaranteed to be posted.

#### 2. Types of Content Considered

The league may share the following:

- Team accomplishments (tournament/game wins, finalist placements, championships)
- League events, registration information, clinics, and meetings
- Coach and volunteer recognition
- Team/player spotlights
- League announcements
- Other positive messages deemed appropriate by the NGF Board

#### 3. Content Review & Timelines

Creating quality content takes time, particularly when designing posts we are proud to share on behalf of the league. Posting timelines are not guaranteed, although NGF will strive for quick turnaround, especially for time-sensitive posts. Delays do not reflect intent, priority, or team value; they reflect volunteer capacity. Board-requested or league-wide items are prioritized, followed by team submissions.

#### 4. Recognition & Celebrations

NGF values and celebrates all teams and players. Recognition may vary in format (post, story, recap, or mention) depending on timing, available content, and platform needs. Inconsistencies in timing or format should not be interpreted as exclusion or preference.

#### 5. Expectations for Submissions

To help ensure posts can be created:

- Include clear details (team name, age group, event, placement)
- Submit high-quality photos or videos, if available
- Submissions may be edited for clarity, branding, or consistency

## 6. Respectful Communication

Questions or concerns regarding social media should be directed to the NGF Board or designated contact. We ask all families, coaches, and community members to communicate respectfully and understand that social media is one small part of the league's operations.

## 7. Changes & Updates

These guidelines may be updated as the league grows and volunteer capacity changes.

## 8. Fundraising

In order to maintain fairness and integrity, NGF will only promote league-wide fundraisers on social media. Team or player fundraisers will not be promoted or reposted from individual profiles. Exceptions may include extraordinary situations and accomplishments that exceed the typical financial expectations of a season (e.g., an All-Star team qualifying for nationals).

## 9. Business Advertisement

Generally, NGF will not promote businesses on social media. Exceptions may include those with established partnerships and sponsorships with NGF, or for special events, at the discretion of the NGF Board.