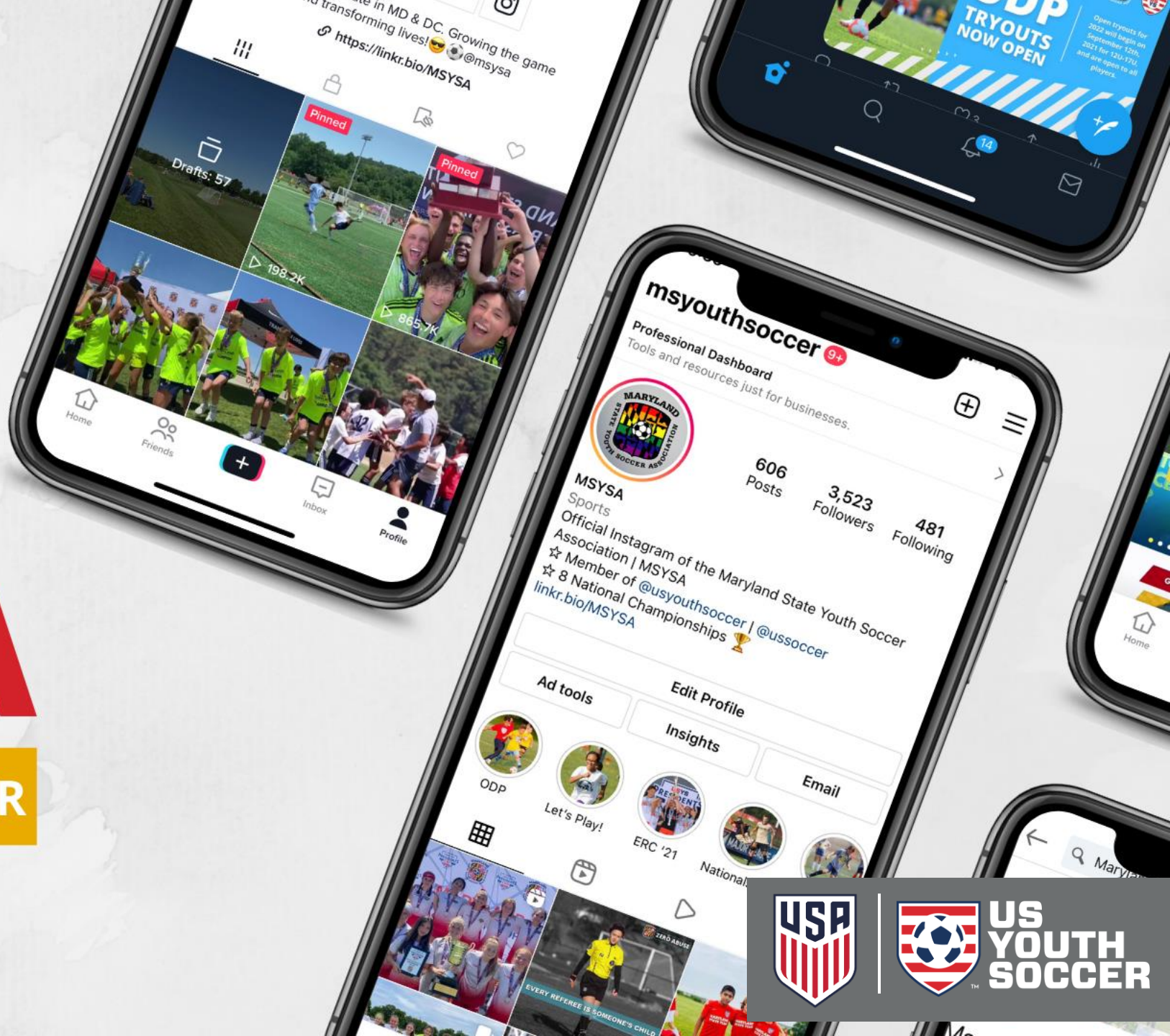




MSYSA

SOCIAL MEDIA WEBINAR

October 5, 11:00AM



MSYSA

501(c)(3) non-profit educational organization
Member of the US Soccer Federation & US Youth Soccer



Membership organization with more than:

- 165 member clubs and leagues
- 63,000 players
- 10,000 coaches, administrators, and volunteers

Mission:

Grow the game of soccer by educating, promoting, supporting, and providing

Vision:

Provide an opportunity for everyone to participate in the game of soccer

Why:

We transform lives!

EDUCATE

*Coaching Education

*Communicate policies/procedures for programs, player registrations, etc.

*Disseminate info from US Soccer, US Youth Soccer, and East Region

*Parent Education

PROMOTE

*Affiliate Club spotlights

*Affiliate Coach Spotlights

*Player Accomplishments

*Recognize players, teams, coaches and referees with annual awards

*Highlight talented players that make National Level pools and teams

SUPPORT

*Issue Grants

*Award Scholarships

*Club Leadership Webinar series

*Offer technical and administrative expertise

*Provide resources to expand recreational opportunities

*Serve as a repository for ideas/initiatives for benefit of all members

PROVIDE

*Insurance coverage

*Issue Certificates of Insurance

*USYS Carding and rostering

PROGRAMMING

*ODP

*Indoor Training

*Presidents Cup

*State Cup

*Summer Soccer Academy

*Summer Soccer Training Series

*Strategic Partnerships and Sponsorships to benefit affiliates

Follow us on:



@MSYSA



msyouthsoccer



marylandsysa



@MDStateYouthSoccer



Maryland State Youth Soccer

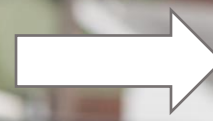
| Agenda

- TikTok
- Instagram Reels
- Instagram Stories
- Call to Actions



MARYLAND STATE
YOUTH SOCCER ASSOCIATION

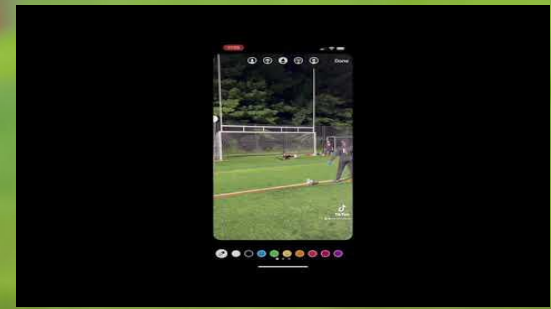
Video can be found at msysa.org
under member benefits



TikTok

- Apply Effects to videos: Transition, motion, visual, time and split (multiple frames of same video)
- Use trending music and stay with the current trends (FYP)
- How to apply filters
 - Original & Sunny (mostly use the enhance effect)
- Crop video: A great free video editing app is CapCut
- Adding text and applying text to speech
- How to create an effective caption with using hashtags
 - The more specific the hashtag is the better - stay away from #FYP

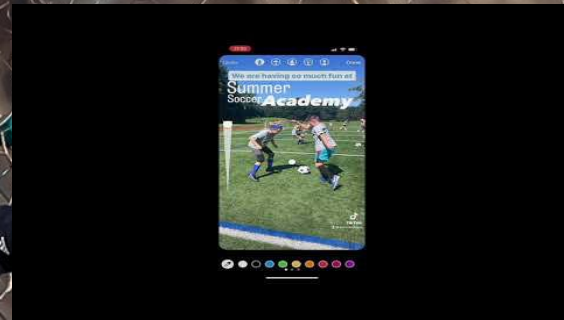
Instagram Reels



Video can be found at msysa.org
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- Spreading awareness in a captivating way
- Explore Page
- How to add sounds, music, crop video, upload videos and add video to existing video
- Adding text and applying text to speech
- Songs: Stick with trending music (TikTok/ Explore Page)
- Make sure video dimensions are 1080 x 1920 or 16x9 when recording on your phone (Same for TikTok) and switch video to 4k
- Remember to click "Also share to feed" when posting

Video can be found at msysa.org
under member benefits



Instagram Stories



- Ways to enhance stories,
 - Layout, boomerang, going live, using create
- How to make an informational post and interactive post using IG stickers
 - Countdown, questions, music, poll, quiz and links
- How to use the IG color Real for text, add movement and using different fonts
- Cross Promoting platforms
- Reusing Content – Reels/posts

Call-to-Actions

- Call-to-action is telling people to do something (calling them to action, literally)
- Clear goal of what you want to achieve with your content and choose your call-to-action according to your goal
- Less is more, use 1 CTA per post and make it stand out from the rest of the caption
- Cross pollination to new platforms
- Educational post it's logical to encourage people to "save" or "share".
- Entertainment post, it's smart to use the "share" or "tag" or "comment"

Call to Actions Examples

- **Click the link** to see our new (IG reel, TikTok)
- **Comment** below
- **Save** this post for later
- **Tag** someone, who...
- **Follow us** for more (insert topic) content
- **Click the link in bio**
- **Go to** msysa.org
- **Visit** msysa.org
- **Find the link** in our story
- **Link in** stories
- **Comment** your mood with an **emoji**
- (Insert question). **Answer in the comments**
- **Tag someone**, who...

Please Screenshot





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