

TUFC social media guide

August 2018

These guidelines are for approved administrators of TUFC's Social Media and Web platforms and should be read in conjunction with the TUFC Social Media Policy.

Weekly schedule

Monday	<ul style="list-style-type: none">Misc posts, preferably every day
Tuesday	
Wednesday	
Thursday	
Friday	<ul style="list-style-type: none">Plug NPL match days
Saturday	<ul style="list-style-type: none">Acknowledge junior match day at WanniasaPlug any PL fixtures that dayGood luck to teams, post your results here (monitor comments)Post any PL results (get them off CF Twitter)
Sunday	<ul style="list-style-type: none">Plug any PL fixtures that dayPost any PL results (get them off CF Twitter)
Anytime	<ul style="list-style-type: none">Plug club eventsTake any chance to plug events at sponsors.Share any [positive] mention of Tuggies on the Canberra Times site.Give each sponsor a plug at least once per monthPhotos of general Club activityShare football relevant stories from other FB pages

Our voice

- The TUFC social media accounts need to strike a balance between being engaging and relatable to people, but still being professional.
- We speak clearly but not too formally.
- We are proud of our players and teams and speak about them positively and with encouragement.
- We are mature in defeat and honourable in victory – never gloating or whinging.

Guide to posting

- Clearly explain which team/event/program you are talking about.
- Proper grammar only! Full sentences and no text-speak (except Twitter where you have to make it fit).
- No reposting 'memes' or funny quotes etc.
- No shared pictures or videos just because they are funny, they have to be football related.
- Make sure all non-PL programs get mentioned equally across the fortnight, miniroo, junior, men's women's, SL and masters. PL programs should get more, first grade teams more again.
- Try not to mix subjects, just do multiple posts.

- When you mention premier league call it either Women's National Premier League (WNPL) or Men's National Premier League (NPL) so it is clear.
- Junior teams (U10 to U18) are either 'Open' or 'Girls', never boys.
- Be careful of gender-specific references unless you know they are accurate – boys, lads, ladies etc. Many teams are mixed.
- Posts about losses or poor results should end on a positive note, signs/opportunity for improvement etc.
- Be careful of disparaging opposition junior and youth teams when we win. Concentrate on us not the opposition.
- No plugging the A-League unless there is a Tuggies connection - if they want a plug they can give us a team!
- Socceros plugs are ok, especially during the WC.
- We are "Tuggies" not "Tuggers".
- Don't plug businesses that aren't sponsors (Craig can advise if not sure) unless there is a very good reason. If they want publicity they can pay for it.
- Include enough context that someone new can understand what you are saying.

Moderating content

- No swearing, keep it friendly for young users and parents.
- No pictures showing people doing things they shouldn't - smoking, sticking fingers up, abusing refs etc.
- Send offs and cards can be mentioned but don't glorify them.
- Alcohol in pictures is ok as long as it's responsible and not the main focus.
- No personal banter or private jokes, you are posting on behalf of the club.
- Acknowledge any complaints and try to take them offline - if in doubt refer it to Jon or Craig. Don't just delete them because they are negative. Exception is if they have a go at people by name or specifically, then you can take it down.
- Delete any posts or comments that have swearing or offensive content straight away.
- Anything that looks like bullying take it down, especially to do with the young players.