

## WEB/MEDIA COMMUNICATIONS FOR TEAM MANAGERS AND COACHES

United Futbol Academy (UFA) is proud of the efforts of our teams, players and coaches both on and off the field. We highlight team and individual accomplishments under our Achievements tab, in our Newsletter and on Facebook/Twitter.

We ask all team managers to filter their team's achievements through our communication's coordinator. This ensures consistency and proper branding of UFA terminology while also establishing a stronger voice in the community.

### THE PROCESS

After a tournament win or other notable event, either the **Team Manager** OR **Coach** can submit the following to UFA at [communications@UnitedFA.org](mailto:communications@UnitedFA.org):

- **Tournament Name (make sure the name is accurate)**
- Tournament Date Accurate name of tournament (double-check yourself, please)
- Team Name (i.e., UFA 04B Red, UFA Norcross 00G Premier)
- Coach full name
- Indicate whether Champion or Finalist

**In email subject line, please reference your team in the format: UFA, UFA Norcross/Dawson/Lumpkin/South Georgia followed by year, gender, team level - UFA 99G Red.** *Do not use the U18 age reference. We will keep these posts and the "95" will more accurately identify the teams/players over a period of years, rather than just a season.*

**2. CONFIRM THAT EVERYONE IN THE PHOTO HAS GIVEN PERMISSION** for their image to be used. *Not all players have signed the waiver of release for media. As TM, we need you to help protect the rights of the players on your team.*

**3. Include a photo in the email.** UFA can adjust the size and crop if necessary.

**4. Note Facebook/Twitter preference:** If you DO NOT want the information posted on the Facebook site, please make a note in the email. We Do Not TAG photos to individual's personal Facebook pages. You can view the UFA site at: [www.facebook.com/unitedfa](http://www.facebook.com/unitedfa)

**5. Email to [communications@unitedfa.org](mailto:communications@unitedfa.org).** We try to post within 24 hours

### NEWSPAPER POLICY:

UFA asks that you DO NOT send articles/photos directly to the newspapers or online news sources.