



**PONY**™

**Protect Our Nation's Youth**

Guide to Facebook  
&  
other social media  
for leagues



# Why social media is important and why it is worth the investment of your league's time.

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It's safe to say now that using social media has almost become a way of life in modern day America, which means it is no longer a fad, and when used correctly, your league can reap the benefits of reaching your target audiences. You can keep your constituency of followers up-to-date on league activity, recruit interested families to join your league and re-connect with people who have moved on from the league. There are three themes I would encourage you to remember when using social media 1) Inform 2) Recruit 3) Connect.

To emphasize my point, I'm going to highlight some numbers on the three social media platforms you should be focusing your attention on.

Stats (2016):

- 1.6 Billion Facebook users
- 430 Million Instagram users
- 325 Million Twitter users

Among adults who access the Internet regularly:

- 82% of adults 18-29 use Facebook
- 79% of adults 30-49 use Facebook
- 64% of adults 50-64 use Facebook
- 48% of adults 65+ use Facebook

As you can see, using social media, particularly Facebook, has become a way of life in America.

## Setting up your league's official Facebook account (If your league is already signed up, skip ahead to Page 6)

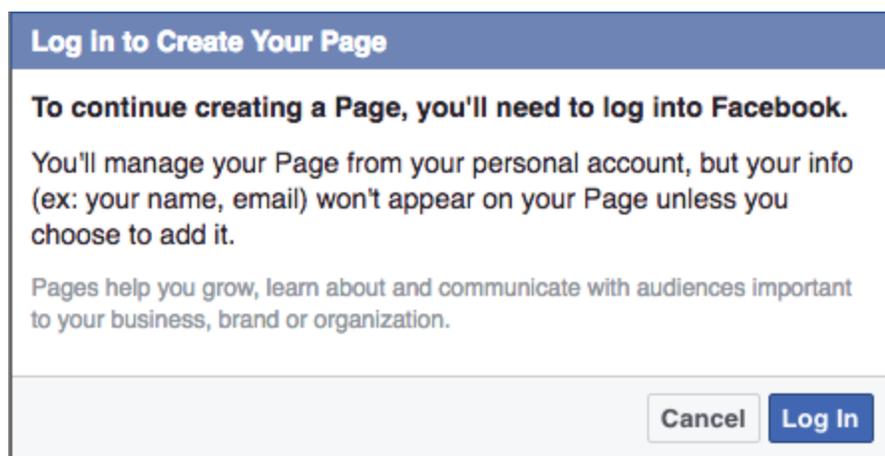
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1) Go to facebook.com and at the bottom of the page, click "Create a Page for a celebrity, band or business."

NOTE: Facebook is also available via mobile devices through the Facebook app on iOS and Android.

2) Click "Entertainment," under the top drop down menu go to "Sports League" and type in your league name as you would like to be recognized. NOTE: I do not recommend referring to your league as an acronym. It makes for easier searching if you spell out the entire league name. For this example, I will be creating the "Grand Canyon PONY League."

*Figure 1*



3) Next, you will be prompted by Facebook (see Figure 1) to log in from your personal Facebook account using your personal email. I would recommend a trusted Board member who may already run your league's website be the person who is connected to the account. Do not fear, you can add and delete users from the account moving forward through a process called "Admins," which we will get to. If you are not a current Facebook user, you must sign up for it here.

## Set Up Grand Canyon PONY League

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience

**Tip:** Add a description and website to improve the ranking of your Page in search.

Fields marked by asterisks (\*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

155

\*Tell people what your Page is about...

Website (ex: your website, Instagram, Twitter or other social media links)

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

http://www.facebook.com/ Enter an address for your Page ...

Need Help?

Skip

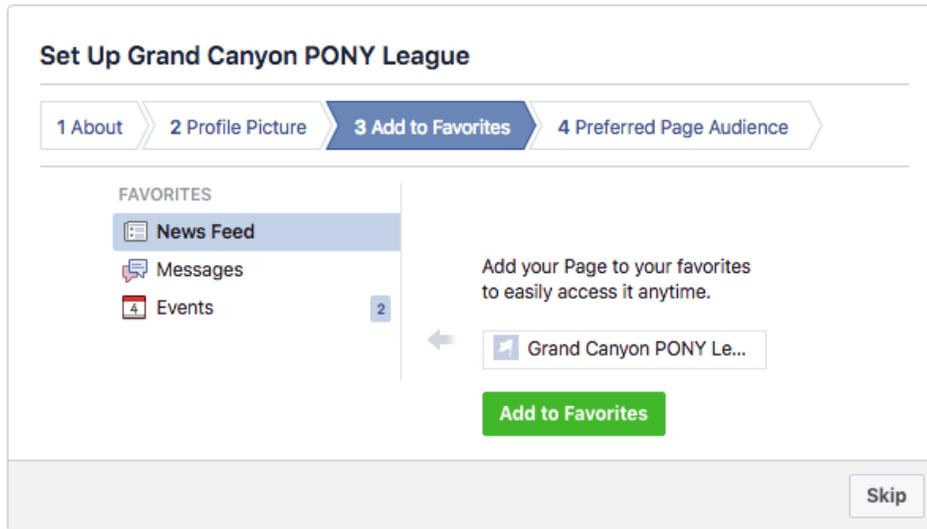
Save Info

4) Figure 2 **GREEN**: Here you will need to add a description for your league. I encourage you to follow PONY Baseball and Softball's official page as a model in case you are unsure of how to write it. **RED**: here, link your league's website. If you do not have a league website, or you are interested in converting, PONY.org offers its membership FREE websites. Go to [www.bluesombrero.com/pony/](http://www.bluesombrero.com/pony/) to sign up today. **PINK**: create a unique URL for your league's Facebook account, in which case it may just be (using my example) facebook.com/GrandCanyonPONYLeague

Figure 3

5) Here (Figure 3) you will need to upload at least one photo for the time being of your league. Suggestions: Your league's official logo, a photo of the entrance sign at your league's facility, a photo of a baseball or softball field at your league's facility, or the PONY logo, which you can find here: <https://leagues.bluesombrero.com/Default.aspx?tabid=1017271>

Figure 4



6) Here (Figure 4) is where you can add your league account under the Favorites tab on your personal timeline, which will make for easy accessibility for you. If you do not wish to have this under your Favorites tab, skip it.

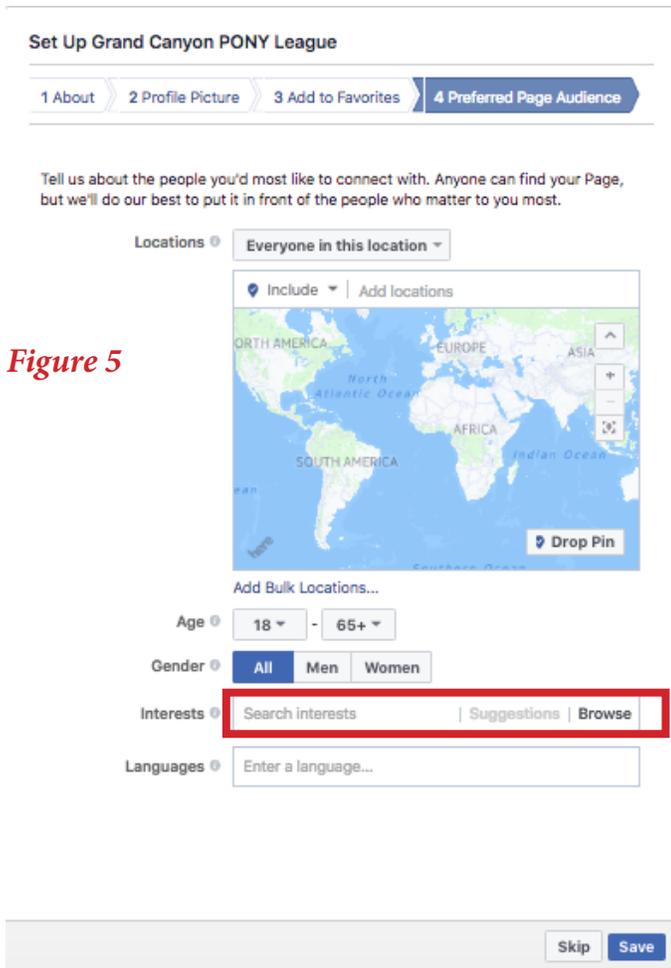
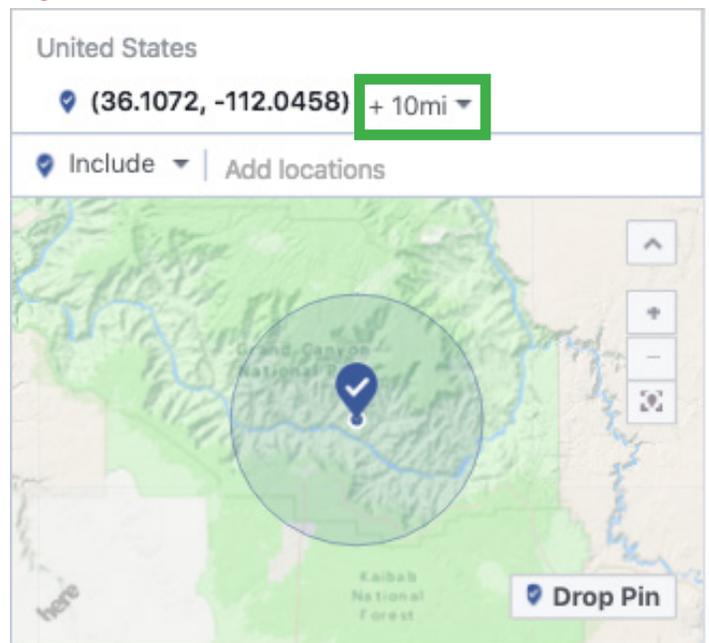


Figure 5

Figure 5.1



7) This section (Figure 5) is very important to adhere to the three themes of 1) Inform 2) Recruit 3) Connect listed above. For location, I suggest leaving it on “Everyone in this location.” In the “Add locations” box, type in the address of your league’s facility. As you will see in Figure 5.1 GREEN: you can expand the circle based on the geographic range of your league’s territory using the drop down arrow noted in the green circle. Interests, noted in RED (Figure 5) is also very important. Everyone should add “baseball” or “softball” as interests, but be creative here. What are the common interests of your target audience in your area? (Continued on next page)

Put yourself in the shoes of someone from your area and think what they may like that could be incorporated with your league. Maybe it's "volunteering," or "parenting," or in my case of using the Grand Canyon PONY League, maybe they are fans of the Arizona Diamondbacks MLB team. You will be surprised at what all Facebook has in store to target your specific audience. Additionally, keep in mind the many languages that may be spoken in your area when filling out the "Languages" section.

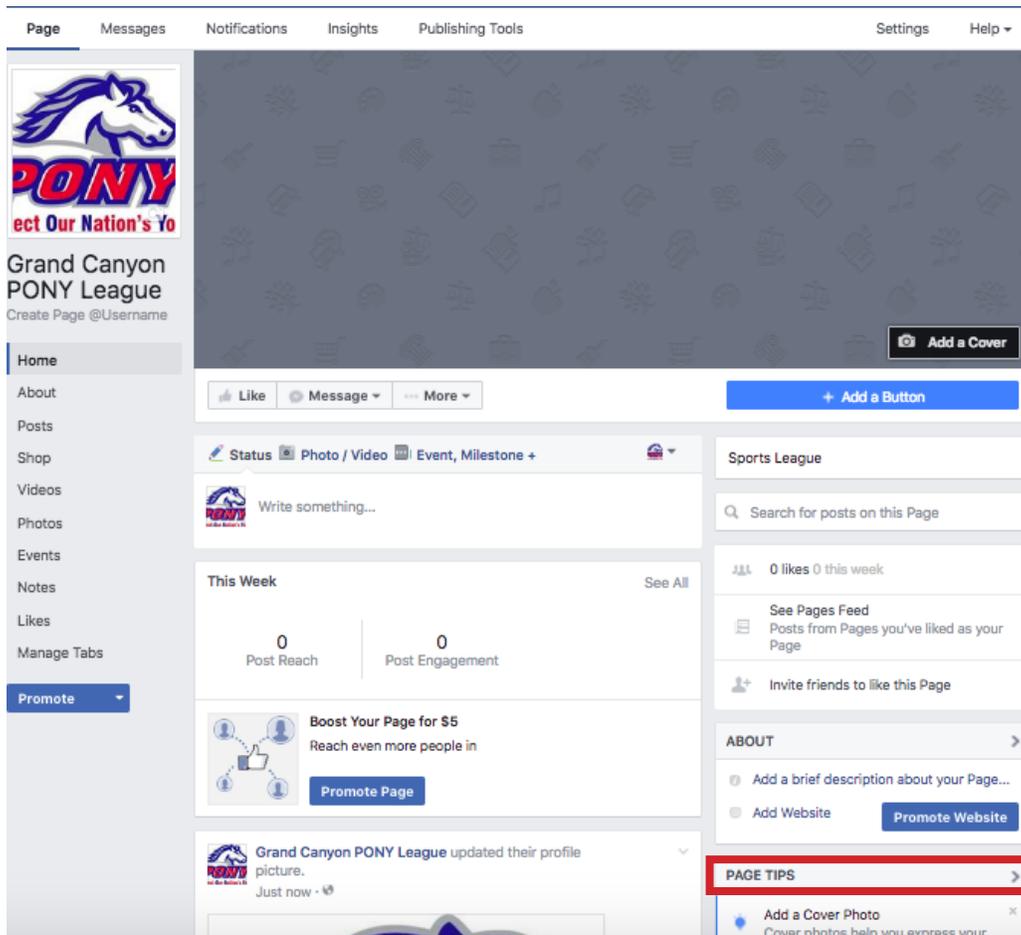


Figure 6

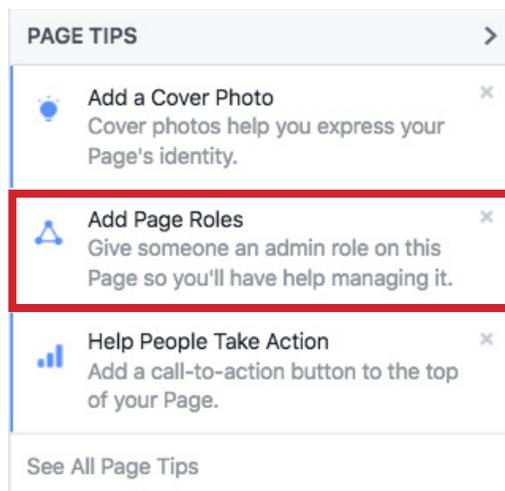


Figure 6.1

Congratulations! Your page is now set up. But let's continue on with setting up Admins. Under "Page Tips" (Figure 6) on the right hand side of your page and then "Add Page Roles" (Figure 6.1). (Continued on next page)

Figure 7



Figure 7: A Facebook league page works like a corporation. It is a page that can be controlled by multiple people instead of just one person, which can be good to add trusted contributors to the page, and those who move on from the league who have had access to the page can leave or be deleted. So while the owners/contributors can change year-by-year, the page still stays the same. I encourage your league to grant access to, at most, four or five people, with the person who oversees your league's website or other technology to be the "Admin." The admin can do anything with the page, and for the most part, same with an "Editor." I only see value in adding members in your league as those two Facebook positions, and again, only a select few should have access to the page, AND NEVER ALLOW KIDS AS ADMINS OR EDITORS. If your selected Admins or Editors are current Facebook users, they will pop up if you type in their name. Otherwise, type in their email. Remember, your league's reputation is on the line when you allow someone to post. So be selective. But, if you have a team of contributors, it is much less time consuming so one person doesn't have to oversee an entire league.

## Using your league's social media responsibly

I want to share a few words of wisdom that have resonated with me that I think will serve you well when running your league's social media.

- 1) Never post anything that may have innuendos about things done in the bathroom or the bedroom
- 2) Before hitting the post button, think "would be be okay for my five year old daughter or my grandmother to see this, and would they be proud of it?"

### More best practices:

- Page 14 of this manual will further explain how to set up many of the parental control functionality that Facebook allows, but I also highly encourage you to set up the exact same "Community Policy" that can be found on PONY Baseball and Softball's official Facebook page.

- Please remember, this is the league's account. Keep your personal opinions to yourself, especially anything related to outside of the league. (Examples: politics, pro sports, hot topic news stories, competing youth baseball organizations, community affairs that do not affect your league)

- DO NOT RESPOND TO CRITICISM! Through your settings and ability to ban users, you will be able to get rid of the majority of demeaning posts/comments to your page as soon as you are informed of one. But there will always be folks out there who post negative criticism against your league, normally through their own personal account. As difficult as it is to not respond, please do not use your league's Facebook account to attack someone. This can also be used as evidence in a lawsuit, especially if someone is trying to bait the league into saying something it shouldn't because nothing online is truly erasable.

- Also, if someone asks you a question on your league account that you believe may lead into an argument or lawsuit, I urge you also to not respond. If someone has a legitimate question that you believe may also help others, then it is advantageous to respond, but please answer respectfully.

### Examples:

(League dad post): "So are tonight's games canceled or what? I have to leave work early all the time only to get to an empty ball field when there's no announcement that the fields can't be played on."

(League account): "Hello, \_\_\_\_\_. As of now, there has been no announcement regarding tonight's games schedule. We will make sure to make an announcement online ASAP as we receive official word. Thank you for your patience"

(League dad comment): "Oh great. Like that does me any good. Now I'm probably going to have to take another afternoon off only to get to a rained out field. This league is a joke."

-- The league account should not respond here --

(League mom post): "Grand Canyon Pony League has the worst umpires in the entire state of Arizona! Thanks for costing my son's team the championship, while clearly showing favoritism to the other team and cheating. We won't be back!"

-- The league account should not respond here --

\* Your league's social media accounts are not message boards to be used for trash talk or starting arguments. Social media is to be used as a news platform to drum up positive public relations for your league, as well as a tool to sell products and recruit your target demographic. Learn how to do that on the following pages. \*

# Creating Facebook content for your PONY league (Answering the question to: “What do I do on my Facebook page?”)

1) **News post (Status):** Facebook has evolved from the days when people wrote “Bored. Going to watch TV,” or “Eating pizza” as their statuses. Today, the most common post you see on Facebook is a news post, which PONY Baseball and Softball’s account produces almost daily. My suggestion for three things that need to be in every post: 1) A simple, yet informative headline that will capture the reader’s attention and call them to act 2) A photo or preferably a video 3) Link to your website.

Figure 7.1

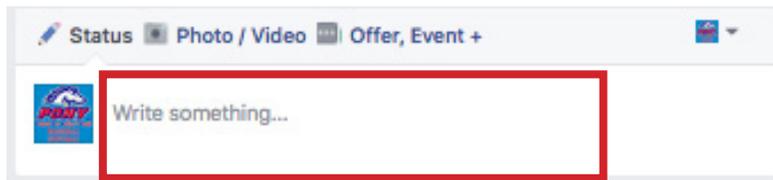


Figure 7

As you see in Figure 7, this post is simple, yet effective. If you are using a Blue Sombrero, the official league website and registration partner of PONY, website, it has a news article section. Write your story there. Copy the url link to the finished article on your website and paste it in the status bar right in the middle of your page (above RED) (Figure 7.1).

If it is a link to an article, I suggest typing READ: before it. If it is a link to a video, I suggest typing WATCH: before it. Statistics show that more people will read your post if it is accompanied by a photo or video. So, if you’re just writing a quick status that “All games tonight are canceled due to weather,” there’s no need to include a photo. But, very few people are going to take the time to read your four paragraph, all text post. Save that for the article on your website. For example, say your league is holding a car wash fundraiser. Write up all of the details on your league website. Copy that article’s URL link, paste that link on Facebook with “READ: \_\_\_ PONY League to hold car wash fundraiser. Make sure to come by.” Attach a relevant photo or a video and post. Same can be done when writing up an article about a weekend tournament, new construction done to a facility, new rules at your facility, etc. When it comes to writing a news post, remember: 1) A simple, yet informative headline that will capture the reader’s attention and call them to act 2) A photo or preferably a video 3) Link to your website. Because, at the end of the day, more clicks to your website = data that means \$\$\$ in the minds of local sponsors.

(News posts continued):

News posts allow you to accomplish goals 1) Inform and 3) Connect. If you routinely post news stories, it keeps everyone in your league informed, which builds a sense of community and you will see better participation from your parent and coach constituency. You (the league) are serving your customers (parents) who nowadays care just as much if little Johnny is mentioned on the league's Facebook account for hitting a grand slam as they are about him hitting the grand slam.

**Likes** - Are the number of people who "follow" your page. Meaning, that whenever you post something, only these folks will be able to see it. As you post more routinely, you will gain more likes because what people do is

**Share** - Sharing means that someone who Likes your page shared it with all of his or her Facebook friends. This way, if you post a news story about little Johnny's homerun and Johnny's parents Like your page, more than likely, Johnny's parents are going to Share that post, more people will have access to your post and curiosity will take over and they will like your page. That's where we get the term, "going viral." A post gets shared by a number of people and more and more people have access to it. Then, your local newspaper may pick up the story and even more people will be hearing about your league.

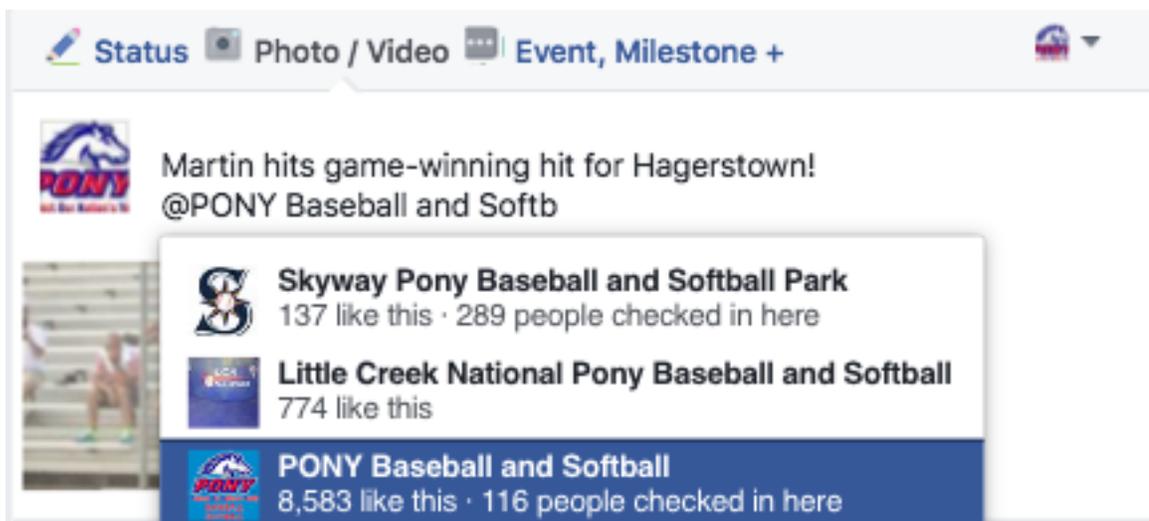
Media attention = League awareness = Curiosity and Interest = Action by Parents = You growing your league.

As you build your community of Facebook Likes, it allows for re-connecting, as kids and parents who played or coached in your PONY league will stay in contact via your league's Facebook page. As they become parents and grandparents, I'm sure they will be more apt to joining or volunteering with your PONY league or a PONY league in the area in which they have relocated. That is another goal: building a community of the PONY family world-wide.

## Tagging PONY Baseball and Softball's Facebook account

If you feel you have a story that deserves national and international attention, we at PONY Baseball and Softball want to hear from you, so we encourage you to tag @PONY Baseball and Softball in your posts. Again, follow the guidelines: 1) A simple, yet informative headline that will capture the reader's attention and call them to act 2) A photo or preferably a video 3) Link to your website. Once you have written the post, type @PONY Baseball and Softball and you will see the account pop up like in Figure 8. Click it to "tag," and the PONY Admins will be able to approve and hopefully share on our account. Please use sparingly for your best posts!

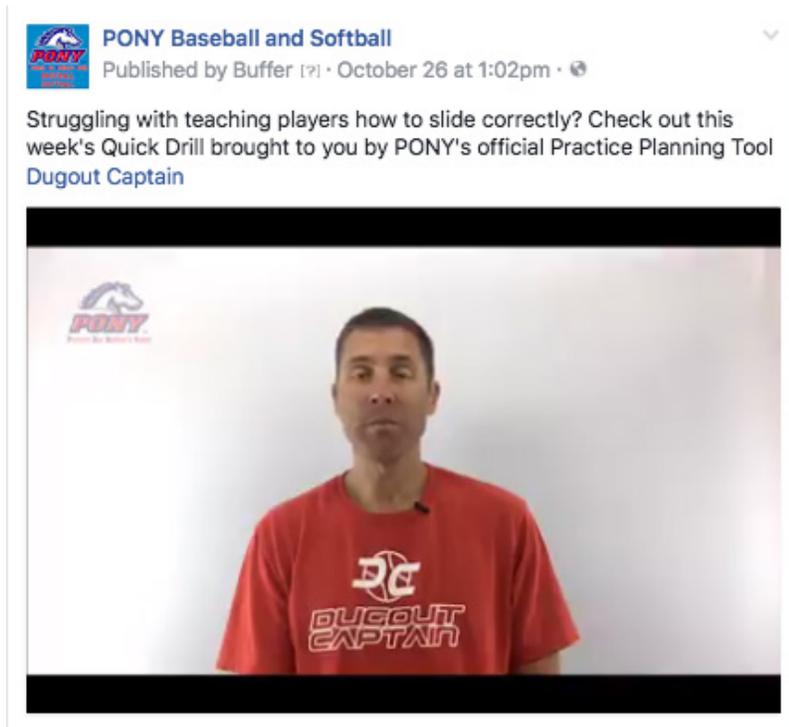
**Figure 8**



## But my league doesn't have time to post regularly What should we do?

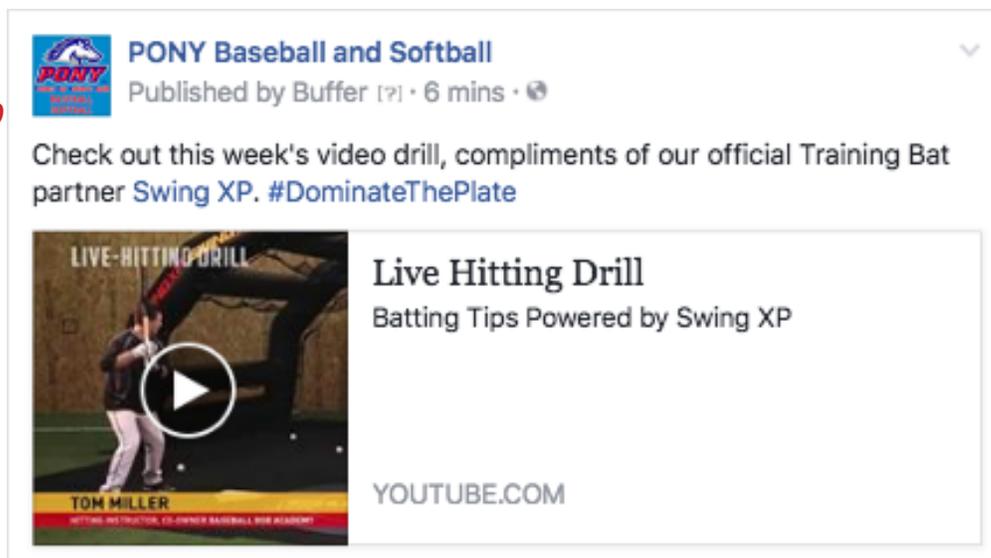
As stated earlier, think of this as an investment into the future of growing your PONY league, so I encourage you to do your best. But, I understand that you're probably already stretched thin between work, family and other league activities. Therefore, if you feel like you're not posting enough, just Share content from PONY Baseball and Softball's account.

*Figure 9*



An example of a video that is worth sharing to your coaches to teach them correct sliding thanks to PONY's official Practice Planning Tool Dugout Captain here in Figure 9.

*Figure 10*



An example of a video that is worth sharing to your coaches and parents that shows a hitting drill thanks to Swing XP, the official Training Bat of PONY (Figure 10).

(Continue on next page)

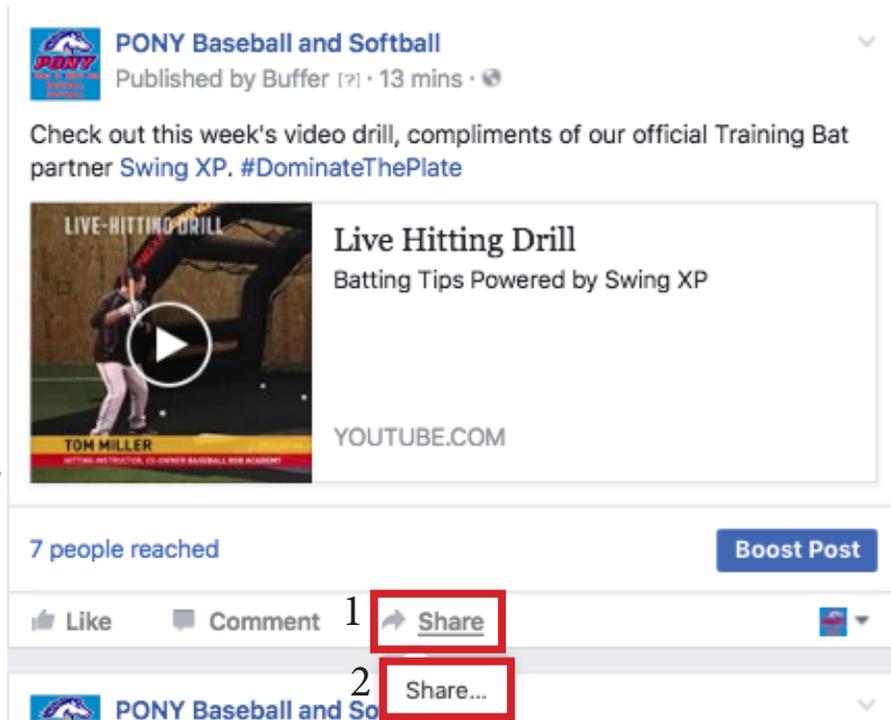


Figure 10.1

Click Share in both places (Figure 10.1).

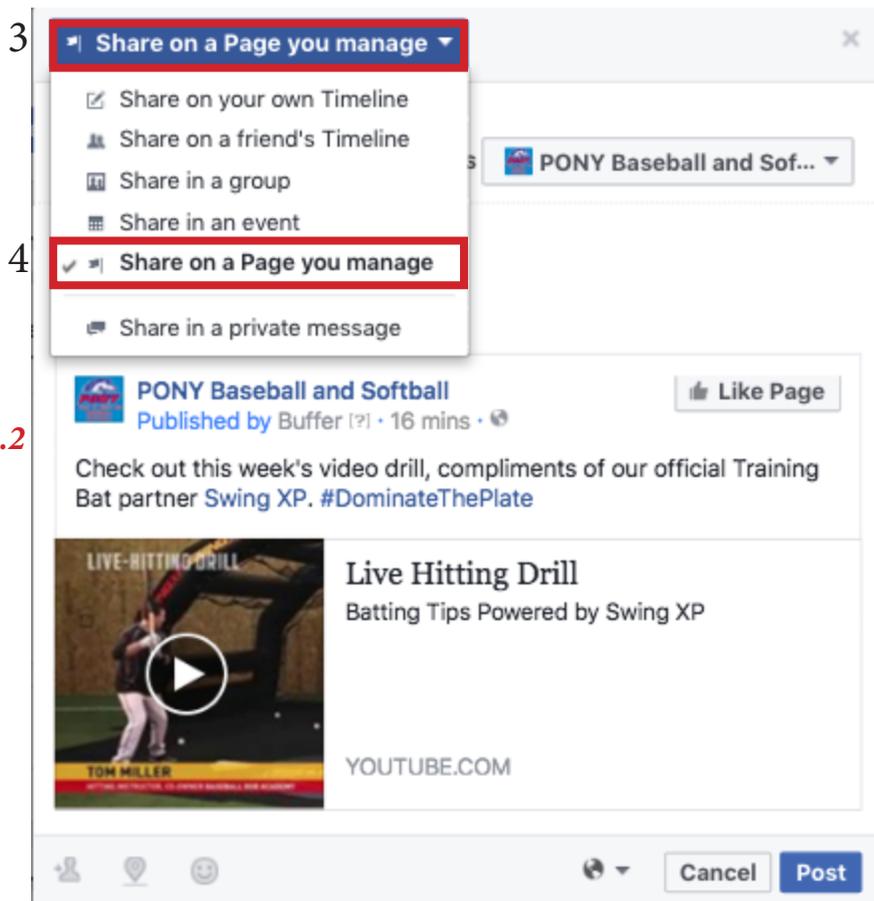


Figure 10.2

Click “Share on a Page you manage” (Figure 10.2)

(Continue on next page)

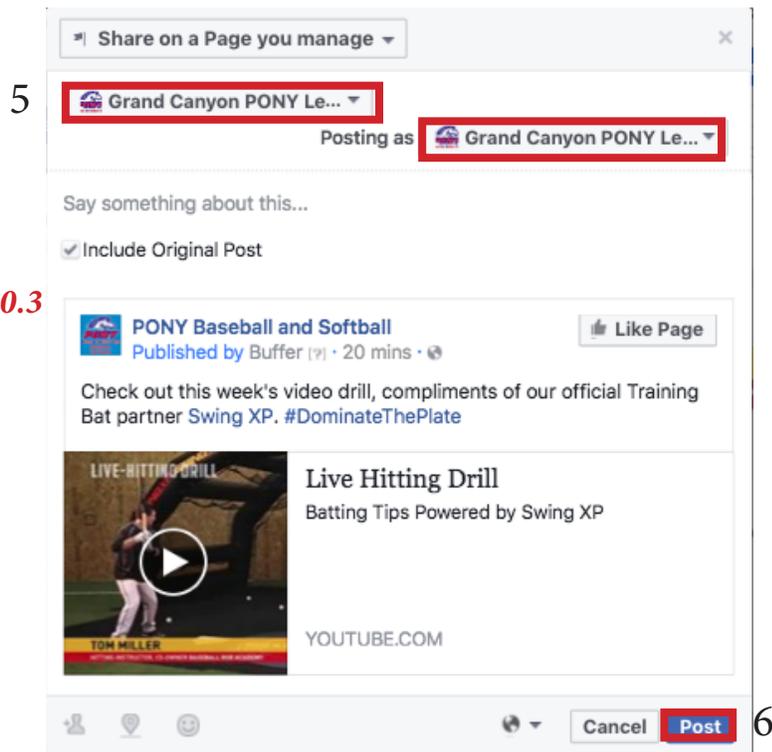


Figure 10.3

Your PONY League account should drop down on the menu bar (Figure 10.3), and now it is like you are posting a status from your account with the content already created by PONY that you can post to your league's Likes. I encourage all league Admins to Like PONY Baseball and Softball so you can routinely check up on our account's posts. You never know, I may be already posting about PONY news in your area that you can Share.

2) **Social-only content** - Not everything needs to be linked back to your website, as sometimes a photo gallery of your team's Opening Day or a video of dads hard at work maintaining the fields can engage people who like your page just as much as a news post. Balance your news posts with social-only content.

Figure 11



A prime example of a great social-only piece is this photo/video sent in by Temecula Youth Baseball (Figure 11). In two lines of text, the post listed little Sean's homerun totals on the season, showed a video of him hitting the homerun and a photo was attached as well.

Imagine what you can do similarly:

- Video clips from games
- Video clips of the mad dash of kids to get snacks at the concession stand to advertise your concessions
- Video clips of sponsors coming to throw out the first pitch at Opening Day
- Videos of parents cheering on their kids from the stands with chants in unison
- A photo gallery of game action from a tournament
- A photo gallery of construction being accomplished to build a new field

Get creative here, and again, use PONY Baseball and Softball's account as a model

## Boosting posts

### 2) Hitting the recruiting trail

Since Facebook began about 12 years ago, it has gotten “smarter,” and what I mean by that is it has developed an algorithm based on each user’s interests to show you, in your Timeline, only what you care about. So even though someone may like your page, based on a number of different factors, each of your posts may not reach your entire audience of Likes. This where I would encourage your league to have a Facebook budget so that you can accomplish your online goals through boosting.

Figure 12



Boosting - You will notice that every post you ever produce on Facebook has a little “Boost Post” blue button at the bottom (Figure 12). For small costs, you are able to specifically target different audiences that you are hoping to reach.

Like I said above, Facebook’s algorithm may decide how many people this post reaches based on a number of different factors. The way around the algorithm is by boosting.

**DISCLAIMER:** Boosting will not guarantee anything more than your post will appear in your league’s Likes’ timelines the next time they access Facebook. This will increase the number of eye balls to your posts, but that does not guarantee that you will make your return on your investment. To use an analogy, compare this to fishing using a larger net. It doesn’t necessarily mean you are going to catch more fish, which is the end goal, but you have a greater probability because you have a larger net. In my experience, boosting has been nothing but beneficial, but if, for example you boost a post about selling league t-shirts for \$10, it does not guarantee that you will see a \$10+ return.

Here (Figure 13) is where you choose your audience from a selection of “People you choose through targeting,” “People who like your Page” and “People who like your Page and their friends.”

The second two are pretty self explanatory. Over a set period of time, which you will see when you scroll down on that side of the page, everyone who likes your page (and their friends, if you go that route) will see your post. This may be a great option for a news story that you hope reaches all of the parents who like your page or RSVP-ing for a fundraiser -- Posts important to your league audience.

Figure 13

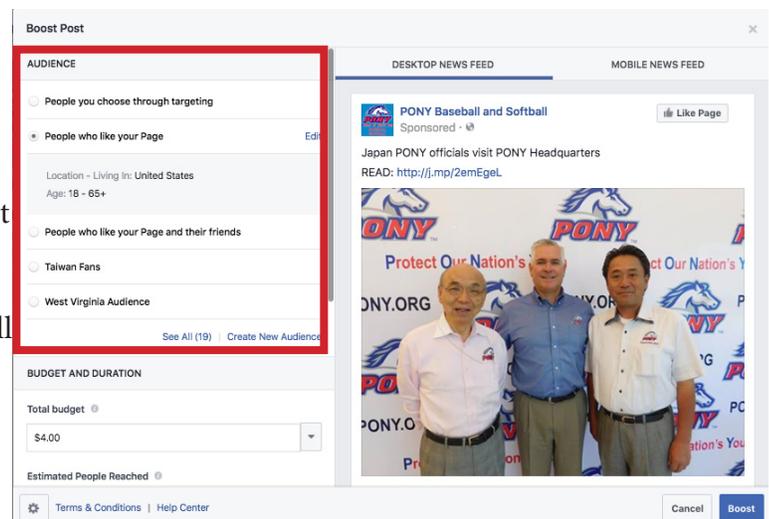


Figure 14

**Edit Audience**

All Men Women

Age ⓘ

18 ▾ - 65+ ▾

Locations ⓘ

United States

📍 (36.1070, -112.1222) + 10mi ▾

Add locations

**i** Your audience location has been changed from United States to (36.1070, -112.1222). Undo Change

Drop Pin

Interests ⓘ

Search interests | Suggestions | Browse

Cancel Save

“People you choose through targeting” - This is the best tool to use externally to reach the public outside of your league constituency. As you will see above, you can base your targeting based on gender or age. Using Locations, you can pinpoint the address of your league’s facility and expand the circle based on your league’s geographical territory. For interests, see my suggestions on Pages 3 and 4. For example (Figure 14), using this feature, I can make it so that 24-55 men within a 10-mile radius of my league’s facility who like volunteering, parenting, baseball, the New York Yankees and health and fitness, will see my post whether they like my page or not. This is extremely beneficial to recruit.

\*My suggestion if it is within your budget: create a 1:00 video about what makes your league special, a promotional video using clips from every aspect of your league. By using the Boost feature and choosing people through targeting, you can get your league’s message out in the community or nearby communities to hopefully bring those folks into your league and show the benefits of being a PONY-affiliated league.

Figure 14.1

**BUDGET AND DURATION**

Total budget ⓘ  
\$4.00

Estimated People Reached ⓘ  
**570 - 1,500 people** of 120,000,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ  
1 day | 7 days | 14 days

Run this ad until ⓘ Oct 31, 2016

You will spend an average of **\$1.33** per day. This ad will run for 3 days, ending on Oct 31, 2016.

Figure 14.2

**BUDGET AND DURATION**

Total budget ⓘ  
\$4.00

- ✓ \$4.00 Estimated Reach 570 - 1,500
- \$10.00 Estimated Reach 1,300 - 3,500
- \$20.00 Estimated Reach 2,800 - 7,500
- \$75.00 Estimated Reach 9,500 - 25,000

Choose Your Own

1 day | 7 days | 14 days

Run this ad until ⓘ Oct 31, 2016

You will spend an average of **\$1.33** per day. This ad will run for 3 days, ending on Oct 31, 2016.

Once you have your audience selected, you must choose how much money you are willing to spend on the Boost. Like I said above, the costs associated can be very small for the rewards of attracting say 100 new families to your league. In this example (Figure 14.1), \$4.00 would make it so that 570 to 1,500 people saw my post. But as you see on the right (Figure 14.2), the more money you spend, the more people who see your post. Now what is tricky is how long you run the Boost, because you must spend at least a dollar per day. So if your heavy recruiting period is December and you want to run the Boost for all 31 days, you're going to have to at least spend \$31. Once you have chosen how much you are willing to spend and for how long you want to run the Boost, sign up with your league's credit or debit card and click Save. Let the recruiting begin!

Figure 15

KPB Kempsville PONY Baseball  
October 20 at 7:44am · 🌐 Like Page

"Special needs teen gets to throw out first pitch"  
Many thanks to @WTKR3 and @KimCungTV for the great coverage.  
<https://t.co/DZwR6U9q07>

**LOCAL BASEBALL TEAM PITCHES IN VIRGINIA BEACH**

Special needs teen gets to throw out first pitch  
A teen with special needs got the chance to throw out the first pitch at a Kempsville Pony baseball game.

VIA.WTKR.COM/PVDPB | BY WTKR NEWS 3

Organic 544 Paid 1,544  
2,088 people reached

Figure 15.1

Boost Post

You are targeting people who like your Page and their friends, ages 24 - 65+ who live in 1 location.  
Show full summary

This promotion will run for 1 day.

Your total budget for this promotion is \$5.00.

78 Engagements | 1,544 People Reached (\*) | \$5.00 Total Spend (\*)

Actions | People | Countries

Link Clicks 6 | Post Likes 72

**LOCAL BASEBALL TEAM PITCHES IN VIRGINIA BEACH**

Special needs teen gets to throw out first pitch  
A teen with special needs got the chance to throw out the first pitch at a Kempsville Pony baseball game.

VIA.WTKR.COM/PVDPB | BY WTKR NEWS 3

81 Reactions | 1 Comment

Like | Comment | Share

You will be able to track your Boost's progress during and after it has ended. Here (Figure 15) is an example of a recent Boost from PONY. Just by spending \$5 and choosing "People who like your page and their friends," I was able to quadruple the reach as opposed to just Sharing or posting it from PONY's account. Organically, only 544 people would have seen this article, but after the Boost, 2,088 people saw the article. This is why if your post has a lot of value internally to your league or externally to possible recruits of your league, you will want to Boost it.

As you become more familiar with using Facebook and utilizing its ever-changing capabilities, you will be able to explore additional features like setting up Events, adding a Shop, analyzing data collected and linking other accounts like an email account through Constant Contact. But for now, those are the basics to start you off.

PNY Baseball and Softball  
Published by Buffer [?] · October 20 at 3:15pm · 🌐

Gamemaster Athletic officials visit PONY Headquarters  
READ: <http://jj.mp/2eaGAXO>

1,545 people reached

Boost Post

Like Comment Share

Steve H Ballay, Brandon M Heishman and 13 others

Chronological

Invite to Like PONY Baseball and Softball

15

Stephen Rydzak  
2 mutual friends  
Liked

Steve H Ballay  
Liked

Brandon M Heishman  
Invited

Toshiki Taguchi  
1 mutual friend  
Liked

Koichi O'Hara  
1 mutual friend  
Liked

Eddie Atkinson  
Liked

Doug Jones  
Liked

Suggestion - Inviting people to like your Page who like one of your posts: Facebook has a cool feature that allows an Admin or Editor to invite people to like your Page if they like a post on your page. For example, someone from your league may Share one of your posts and one of their friends likes that post. Their friend doesn't like your Page. You, as the league Admin just needs to click where the **RED box is above (left)** and a pop up menu as shown on the **right** will show everyone who has liked that post. If it lights up "Invite" in the box to the right of their name, click it to send them a like your page invite. Do this routinely, because I have seen great success in getting people to like an account based on this simple invitation for them to like your page. Again, Likes = \$\$\$ value in the eyes of sponsors.

Other best practices:

- Do not ever use the words "Share," or "Like," or "Comment" when writing a post, as Facebook's algorithm essentially takes that post off people's timelines.
- Once you begin your page, go to the top right corner and find "Settings," set up "Post Moderation," turn off "Reviews" and set your "Profanity Filter to strong." Since this is a youth sports league page, you want to set up all of the parental restrictions that you deem necessary. Setting up post moderation and turning off reviews negates a parent's ability to go on and bash the league negatively.
- If you need to ban someone from the page for whatever reason, click the drop down arrow next to their name, click Hide Comment and then you can ban them from ever posting to your page. Hopefully, you don't have to ever use this function.

Jett Martin, Toshiki Taguchi and 20 others

Chronological

Hide or embed this

Baseball All-Star  
Baseball All-Star Amazing very interesting | <3Baseball Games  
Like · Reply · Message · 17 hrs

Now this is only visible to the person who wrote it and their friends.  
Unhide · Delete · Report · Ban Baseball All-Star

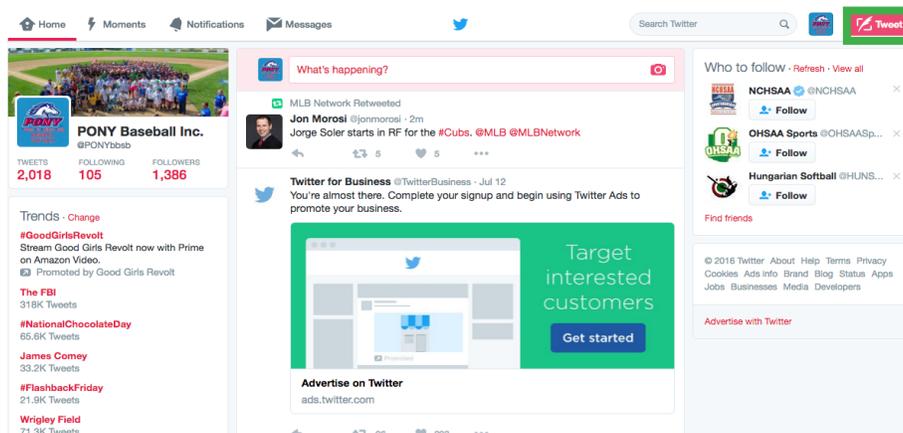


# Let's talk Twitter (Introduction)

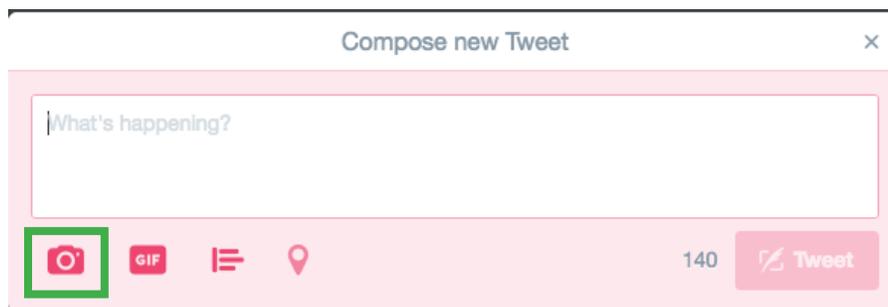


325 million people use Twitter, and especially in the sports world, it is arguably the most popular social media platform as it is being used more and more by the media and athletes each day. Think of Twitter as a supplement to your Facebook, since Facebook is still the king of the social media world. There also isn't really much of a difference between the two social media platforms, as well. Both have timelines, yet "statuses" have been replaced with "tweets." The only difference is Twitter only allows for a 140 character limit, which means you HAVE to keep everything concise. Also, a Twitter account can only be accessed by one person. Therefore, when you sign your league up, use a league email not a personal email, create a password that will be easy, yet secure to remember and save that password in a safe place, so if the account were to ever switch hands, you have the log in information. You will sign up using the same information and details that you used for your Facebook account.

## Sending a tweet



When you sign on Twitter, in the top right hand corner, you will see a Tweet button with a square and a feather. Click it.



This should look familiar to Facebook users. Depending upon whether you are posting a News Post like outlined on Page 6 or a Social-Only piece like outlined on Page 10, follow my guidelines of posting a News Post: 1) A simple, yet informative headline that will capture the reader's attention and call them to act 2) A photo or preferably a video 3) Link to your website. The camera-looking button will allow you to upload photos and video. I suggest staying away from the GIFs and Polls buttons until you build a base of followers. Once you're ready, click Tweet.

NOTE: A high percentage of the time, you are going to find that a post will take you over 140 characters, which is a pain, especially if you are pasting a long, ugly URL link from your website. Therefore, I suggest using this website: <https://bitly.com/>. It allows you to copy and paste that long, ugly URL link from your website and it turns it into a much shorter link that takes you to your same site. This should help tremendously with shortening your tweets to allow for longer headlines. Also, you may have to change word spellings to fit the limit.

Don't use Twitter anyway differently than you would use your Facebook. Post the same content that you are posting on Facebook on Twitter and you will accomplish the goals of Twitter.

## Twitter etiquette for tagging someone in a tweet

When sending a tweet, putting the @ symbol in front of someone's twitter name will allow them to see that tweet on their account. For example, if Joe's Pizza Shop delivers 20 pizzas to your concession stand free of charge for Opening Day, it would be nice of your league to send a tweet crafted like this:

"Thanks @JoesPizzaShop for being a proud sponsor of \_\_\_ PONY League and thanks for the free pizza!" attach a photo and tweet.

Same difference can be said for recognizing parents who have Twitter accounts. I am of the school of thinking, though, that you should never tweet at a player in a social media post. There are others who would disagree with me. Another example: 16-year old Johnny in your Colt Division has a Twitter account @JohnnyHitsBombs24. If you post a news story about Johnny hitting a walk-off grand slam to win a game, I suggest just tweeting "Johnny \_\_\_ hits walk-off grand slam" instead of "@JohnnyHitsBombs24 hits a walk-off grand slam." It is up to you.

## Following people

As the league account owner, I highly suggest you follow your local, regional and national news outlets, as you never know when you will have a story that can "go viral" as I explained earlier on Page 7. If you have a video that is highly valuable. It is as simple as tweeting @ESPN, for example, and writing your message. But use sparingly.

Also, Follow @PONYbbsb so that, as a registered PONY league, we can follow you back.

I suggest following your league's sponsors, but I don't know so much about following your league's parents, maybe only ones who are highly involved with the league. Following players has it's dangers as well, but it is up to you.

These followers make up who will appear on your timeline.

## Favoriting, Retweeting and Hashtaging



Retweeting (**GREEN**) is the same thing as a Share action on Facebook. So if you have a highly involed parent who you follow that tweets: "I love watching my daughter play softball at \_\_\_ PONY League," or something of the like, that may be worth a retweeting from the league account, especially if it is any media organization covering your league.

Favoriting (**RED**) is the same thing as a Like action on Facebook. Nothing happens, you just like what they said. I use this as a bookmark function, so from your league account profile page, you can access your Favorites and go back if necessary to any tweet you Favorited.

A hashtag acts as a search directory, and I suggest using #(Your league's name) as any hashtag you ever tweet. Otherwise, don't use multiple hashtags in any post.



# Let's talk Instagram (Introduction)



Instagram actually has more users than Twitter (430 million compared to 325 million) world-wide. Unlike Facebook and Twitter, which are used primarily for news incorporating articles, photos and videos, Instagram is just for photos and videos.

A few things to know when starting an Instagram:

- It is mobile only, so you can only upload photos via your phone or tablet after you've downloaded the app.
- Only videos that are 1:00 or less can be uploaded.
- Like Twitter, it can only be accessed by one person on the account, so you must be aware when you set up the account's email and password.

1

Once you have created your league's account, to post a picture or video, select the camera at the bottom of the screen.

2

Select the photo or video you wish to upload simply by clicking on it.

3

Next, you can select a filter for your video or photo to potentially enhance it. Then click Next in the upper right hand corner. At this screen, type in a caption to this photo here. Keep your captions short, but work toward engaging your audience.

4

You can link your league's Facebook and Twitter accounts to your Instagram account so that when you post your photo or video on Instagram, it will also post on Facebook and Twitter; Pretty cool, huh?

Clicking Share is the same as posting or tweeting. Here is an example of a finished product from PONY. A simple photo that hopes to engage fans from Bay County, Michigan, as well as elsewhere around the world by them commenting on who has the best fans. That is your goal. Post photos and videos that your league will interact with.

Follow the same guidelines on Page 16 for following people, but definitely follow ponybaseballsoftball so PONY can follow your league back and you never know when PONY might post something involving your league.



## Chronicle

Crowd-sourced photo sharing social media platform



Coming January of 2017 will be a new social media platform called Chronicle, which is a crowd-sourced photo sharing platform that will be available for both web and mobile.

I encourage your league, once it is available, to download it and use it in the same manner as your Instagram. But always contribute your league's photos and spread the word to the parents of your league to contribute to PONY Baseball and Softball's account. We will know more about it soon.

### One more time...



## Like PONY Baseball and Softball on Facebook

### REMINDERS:

Every Facebook news post has 1) A simple, yet informative headline that will capture the reader's attention and call them to act 2) A photo or preferably a video 3) Link to your website - **Becuse clicks to website and Facebook Page Likes = Valuable data to sell to local sponsors. You will also be able to Inform and Connect with your league. To Recruit, make a 1:00 promotional video to post and Boost to Facebook users in your area.**



## Follow @PONYbbsb on Twitter

### REMINDERS:

Use the same content as you create on Facebook, just may have to condense and watch your character count



## Follow ponybaseballsoftball on Instagram

### REMINDERS:

Engage your league followers through photos and video



## Beginning January 2017, follow PONY Baseball and Softball on Chronicle



IF YOU HAVE ANY OTHER QUESTIONS OR CONCERNS, FEEL FREE TO REACH OUT!

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