



The Marin Football Club • 336 Bon Air Center, PMB 122 • Greenbrae, California, 94904

## Marin FC Social Media

Social Media has become ubiquitous and useful. Marin FC utilizes a linked approach of Instagram and Facebook under the account, [marinfootballclub](#). While our posts serve to communicate and connect with our followers of players, parents, alums and many others, there is also a transfer aspect of quality content with our leagues, events and community.

To grow our presence and broaden the impact Marin FC can have in the social media world, we also want our teams and players to generate and share appropriate content about their efforts, achievements and love of the game and club. This begins with teams establishing their own social media presence and connecting with followers and the club. To do so, a basic set of guidelines and procedures follows in four critical parts:

### I. Overview of Social Media at Marin FC

### II. Submitting Content to [social.media@marinfootballclub.com](mailto:social.media@marinfootballclub.com)

### III. Team Accounts

### IV. Appropriate Content

Before delving into all the details, it must be emphasized that the Club Code of Conduct ([click here for a full version](#)) applies to all club activities including that which occurs in the social media or virtual realm. As it can be tempting (and far easier) to violate the code of conduct from the separation that social media affords, such as negative commenting, it cannot be stressed enough that as the code of conduct applies, so too will disciplinary measures when necessary.





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## I. Overview of Social Media at Marin FC

- Marin FC maintains a 'club' level Instagram and FaceBook account which are linked. Posts commonly originate in Instagram and are automatically/simultaneously posted to FaceBook. We do not use Twitter, TikTok or various other platforms at this time.
  - ▶ Club Instagram Account: @marinfootballclub
  - ▶ Players, Parents, Friends, Family should all be encouraged to follow the club
- The club uses the social media account for the following purposes:
  - ▶ Promote club events
  - ▶ Highlight player or team efforts and accomplishments
  - ▶ Communicate club programs
  - ▶ Spotlight our coaching, referees and other staff
  - ▶ Display our appreciation for volunteers and other contributors
  - ▶ Espouse our leagues and other affiliates
- To interact with the main club account, individual teams are encouraged to create their own Instagram account (see details provided in section III) and:
  - ▶ identify a social media manager
  - ▶ establish their own Instagram account while adhering to the guidelines outlined.
  - ▶ notify the club of the account, so the club's main account can follow the team
  - ▶ When posting on a team account, @marinfootballclub should be 'tagged' to allow the social media manager to monitor all team accounts for content which can then be 'elevated' to the club level by reposting.





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## II. Submitting Content to [social.media@marinfc.com](mailto:social.media@marinfc.com)

- To submit content directly to the Marin FC club instagram account:
  - ▶ Anyone in the club can submit content - Players, parents, coaches, alumni
  - ▶ We are looking for promotional content (tell us in advance about your upcoming tournament, game, player accomplishments etc.) and real time/results related content
  - ▶ To submit content for @marinfootballclub, send email to [social.media@marinfc.com](mailto:social.media@marinfc.com).
  - ▶ Emails must include an image/video with a brief description
  - ▶ Include the team identification (ex. MFCb2004Blue), event details, description.
  - ▶ See all formatting and content guidance and requirements below.

\*All content submissions for @marinfootballclub will pass through the MFC Social Media Manager before it is posted online.

\*not all submissions will be posted online





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### III. Team accounts

- Opening the account
  - ▶ When your team's social media manager opens an account, notify the club at [social.media@marinfc.com](mailto:social.media@marinfc.com). Include the name of the adult responsible for the account.
  - ▶ The team account is to be held/managed by an adult of the team (21 yrs. Or older) Content and posts by youth are allowed and encouraged, provided the adult responsible for the account manages it.
  - ▶ The team account must 'follow' the main club account, and is encouraged to 'like' and repost main account content.
- Naming the account
  - ▶ "Marin FC" or "MFC" plus the club team name conventions, eg. "Boys/Girls" or "G/B", "Birth Year" (either full or abbreviated, 2004 or 04), 'Team Color", eg. Blue, Red, Steel, Titanium, etc. (which can also be abbreviated B, R, S, T, etc.)
  - ▶ Examples: MarinFCG2006Red or MFCBoys06Blue or MFCCG12S
  - ▶ \*We understand that some usernames are already taken so do your best to adhere to these guidelines - if you have any questions please contact [social.media@marinfc.com](mailto:social.media@marinfc.com).
- Profile Picture and Bio Info
  - ▶ All team accounts are to use the Marin FC crest/shield for the profile picture:



- ▶ Bio: Please include "Official Marin FC Team Account"



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## IV. Appropriate Content

- Content Guidelines for ALL Marin FC main Instagram submissions AND team accounts
  - ▶ All photos and posts must be representative of the club
  - ▶ Appropriateness; clothing should commonly be MFC branded apparel, no swimwear, no shirtless photos
  - ▶ No references in either photos or text that can be misconstrued
  - ▶ Include only club members - no friends, significant others, etc.
  - ▶ No personal identification information
  - ▶ No 'rulings' such as evaluations or commentary of games you document or that you witnessed (Social Media is **not** a venue for 'proving' your opinion about a goal, foul, offsides call or other disputable moment)
  - ▶ No profanity
  - ▶ No videos/photos about other teams, players, parents, fans or clubs
- Formatting Guidelines for ALL Marin FC instagram submissions AND team accounts
  - ▶ Clear images - do not submit or post if bouncy or blurry
  - ▶ Discern-able - Please remember that social media is commonly consumed on a mobile device with a small screen size. Photos or videos of distant subjects or events do not translate well to small screens.
    - ▶ Zoom in if possible when filming or editing.
    - ▶ Stay away from erratic Zooming.
    - ▶ Mute or remove background noise or conversations from videos
  - ▶ Interviews or other verbal/audio content:
    - ▶ All questions must be appropriate and intelligible and answers must reflect the question being asked in the interview!
    - ▶ Music: language and content must be appropriate
  - ▶ Unedited is likely best
    - ▶ limit or avoid overlays, annotations, effects & filters to the greatest extent possible.
    - ▶ The more content needs to be explained, the less suitable it probably is. Limit post descriptions to one or two condensed sentences in the post format and not over the content.





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- Image Types and Recommendations
  - ‘Milestone’ images: If you are taking an important image for social media use, such as a team photo after a tournament win for example, follow these few suggestions:
    - Position the subject in the sun if possible. (Sun is on the photographer’s back or off one shoulder ... be careful not to let the photographer’s shadow be cast into the photo or onto the subject(s).
    - Take several shots to get the best and settle your subject(s)
    - Take shots with wide frames around the subject, this allows for cropping later and/or addition of critical text such as ‘Tournament Champions!’
    - Group your subject(s), don’t take a team picture of a long line of players. Traditionally, two or three rows of players creates a fairly square image which is optimal for posting.
    - Try to learn and use imaging technology such as shutter speed and a wide aperture (a photographic parameter that limits the depth of field and creates sharp focus on the subject(s) and a blurred background/foreground
    - Optimal Camera Preset Mode :  Portrait
  - ‘Action’ images: If you are photographing action for social media use, such as games, follow these few suggestions:
    - Position the subject in the sun if possible. (Sun is on the photographer’s back or off one shoulder ... be careful not to let the photographer’s shadow be cast into the photo or onto the subject(s).
    - Position the photographer as far towards the attacking end of the field for each half as possible (near the goal unless prohibited from being there) ... this increases the likelihood that ‘your’ subject(s) will be facing the camera during action.
    - Optimal Camera Preset Mode :  Action
  - ‘Portrait’ images: Individual or small group photos:
    - Position the subject in the sun if possible. (Sun is on the photographer’s back or off one shoulder ... be careful not to let the photographer’s shadow be cast into the photo or onto the subject(s).
    - Consider the background. Distant or a uniformly contrasting backdrop eliminates distractions and focuses attention on the subject
    - Optimal Camera Preset Mode :  Detailed (sometimes called Micro)



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### Example of High Quality Photos



High quality image: The Image is centered, players are looking at the camera, leveled lighting, not blurry or fuzzy.



Clear subject, in motion but not blurry or fuzzy, seamless lighting. Players faces are visible and well lit by the sun angle.

### Example of Low Quality Photos



Low quality image: far distance from subjects, slightly blurry.



Low quality image: Sun position in photographer's frame.