

SPORTING CALIFORNIA USA



Social Media Policies

Welcome to the Social Media Policies of Sporting California USA. In today's digital age, social media has become an integral part of how we communicate, engage, and represent our organization. As representatives of Sporting California, it's crucial that we uphold the values of integrity, respect, and professionalism across all online platforms. These policies are designed to guide teams and regions on the appropriate use of social media, ensuring consistency, accountability, and the protection of our brand reputation.



1. Purpose of Social Media Use:

- The primary objectives of utilizing social media platforms (Instagram, Facebook, Youtube, TikTok, etc.) for Sporting California is to increase our community engagement, promotion of events, and communication with our current players and families as well as potential new players. Everything we post should have those key items in mind.

2. Interaction and Engagement:

- Reach - Currently we have 4,996 followers on Instagram with our posts reaching over 8K non-followers. The goal is turn all non-followers into followers by providing engaging content from all our regions and teams. Our Facebook account has 606 followers and lags well behind our Instagram followers. Ensure that your followers on team accounts as well as

region accounts are also following the Sporting California main account @sportingcaliforniausa

- Engagement - Encourage active engagement with followers by responding to comments, messages, and mentions in a timely and respectful manner.
- Monitor social media channels regularly to address any issues or concerns promptly and professionally.
- If you receive complaints or negative feedback from users, feel free to remove comments and if it warrants, send to us to review and answer any complaints.
- Review your insights for the best time to post. Our main account has the greatest viewership between 3 p.m. and 6 p.m., which is when we try to post most of our content.

Authorized Users:

- Ensure that the person who is in charge of your teams social media accounts are well versed on the do's and don'ts about content and what they can post. Limit access to one or two individuals within the respective team and or region.

3. Content Guidelines:

Accuracy:

- Ensure that all content shared on official social media channels is factually accurate and verified before publication.
- Double-check information, statistics, and sources to maintain credibility and trust with our audience.

Relevance:

- Share content that is relevant to Sporting California's mission, values, and activities.
- Prioritize updates about team events, matches, tournaments, and community initiatives to keep our followers informed and engaged.

Appropriateness for the Audience:

- Consider the diverse demographics of our audience, including players, parents, coaches, sponsors, and fans, when creating and sharing content.
- Avoid posting material that could be deemed offensive, controversial, or inappropriate for any segment of our audience.
- Maintain a family-friendly tone and refrain from using language or imagery that may be deemed offensive or insensitive.

- When sharing user-generated content or reposting from external sources, ensure it aligns with our values and is suitable for our audience.
- Regularly review content to ensure it reflects positively on Sporting California and contributes to a welcoming and inclusive online community.

Guidelines regarding Tryout Posts:

The biggest offense that teams make is in regards to posting about tryouts, camps or other events that are not permitted. Take a moment to understand the tryout date and camp policies:

- **Approved Tryout Dates for the 2024/2025 Season:**

Tryout dates, categorized by birth year, are as follows:

2015, 2016, 2017, and 2018: Tryouts may begin NO SOONER than Monday, December 4, 2023.

2010, 2011, 2012, 2013, and 2014: Tryouts may begin NO SOONER than Monday, February 12, 2024.

2006, 2007, 2008, and 2009: Tryouts may begin NO SOONER than Monday, April 23, 2024.

The tryout window closes on June 30, 2024, as the SOCAL Transfer Policy goes into effect on July 1, 2024.

- **Teams CAN:**

Advertise tryouts in any manner and at any time, provided the tryout dates are not **BEFORE** the specified dates above.

Re-sign existing players from their own club at any time without holding tryouts at any age group.

Sign players coming from recreational programs or leagues **OUTSIDE** of SOCAL at any time.

Conduct **FREE** training sessions, kick-arounds, clinics, camps, festivals (whatever name given), for players **WITHIN** their own club at any time but may **NOT** allow players from other clubs to attend these sessions.

Permit coaches to conduct private, individual training sessions outside of their club.

- **Teams CAN NOT:**

Hold tryouts **ANY SOONER** than the specified dates above.

Publicly advertise via any platform (social media, email blasts, website, etc.) tryouts to be held ANY SOONER than the specified dates above.

Hold training sessions, clinics, kick-arounds, camps, festivals (whatever name given) for players **OUTSIDE** of their club **AT ANY TIME** prior to the publicized tryout dates.

Additional Notes:

Parents MAY NOT recruit players from other clubs/teams to join their club/team.

Individual coach camps inviting players from outside their own club are not permitted prior to the specified tryout dates by birth year.

Guidelines regarding League Posts:

- The second greatest violation is in regards to teams posting about leagues they have not been accepted into as of yet. For instance, a team that finished 3rd in the Socal Flight 1 league, advertising they will be NPL next season. DO NOT create any post for a specific league the team is not already approved for.
- Teams CAN post that the club participates in certain leagues and gives players opportunities to play in said leagues such as (ECNL, ECNL-RL, NPL, SOCAL, CSL, and participate in ID2)

4. Brand Representation:

Logo Usage:

- Sporting California's official logo should be prominently displayed on all social media profiles and posts.
- Use the approved logo files provided by the organization to ensure consistency in size, color, and resolution.
- Avoid altering or distorting the logo in any way that compromises its integrity or readability.
- Only use Logo's of leagues we are approved with and that your team has BEEN accepted to play in.

Messaging Consistency:

- Maintain a consistent tone and style of communication across all social media channels to reinforce Sporting California's brand identity.
- Ensure that messaging aligns with the organization's values, mission, and objectives.
- Use clear and concise language that resonates with the target audience and reflects the professionalism of Sporting California.

Visual Aesthetics:

- Maintain visual consistency by adhering to a cohesive color palette, typography, and design elements in all social media posts.
- Incorporate high-quality images, graphics, and videos that showcase Sporting California's activities, events, and achievements.
- Ensure that visual content is engaging, relevant, and reflective of the organization's brand identity.

Compliance with Policies:

- Adhere to the Social Media Policies outlined by Sporting California, including guidelines on content, privacy, and interaction.
- Ensure that all social media activities comply with legal regulations, copyright laws, and platform terms of service.
- Seek approval from our Social Media and Communications Director for any promotional or sponsored content to maintain brand integrity and compliance.

5. Privacy and Confidentiality:

- Ensure compliance with privacy regulations and respect for individuals' rights by prohibiting the sharing of confidential information, personal data, or sensitive internal matters on social media without proper authorization.

6. Monitoring and Enforcement:

- Schedule daily or weekly checks to review new posts, comments, messages, and mentions across all platforms.

- **Consequences for Violating Guidelines:**

Immediate Removal: Any content found to violate these guidelines will be promptly removed from official social media channels.

Account Privileges: Individuals responsible for posting prohibited content may have their access to official social media accounts suspended or revoked.

Disciplinary Action: Violations of these guidelines may result in disciplinary action, up to and including termination of affiliation with Sporting California USA, depending on the severity and frequency of the offense.

Reputation Damage: Posting inappropriate content can damage the reputation and credibility of Sporting California, potentially harming relationships with leagues, sponsors, and the broader community.

- It is the responsibility of all individuals representing Sporting California on social media to adhere to these guidelines and promote a positive and respectful online environment. Failure to comply may result in serious consequences and undermine the values and reputation of our organization.

Examples of Social Media Posts:





GIRLS TRYOUTS




April 22-25, 2024

SPORTING CALIFORNIA USA	MONDAY @ONTARIO SOCCER PARK	2010 NL & RL APRIL 22 6:30-8:00 PM
		2008 NL & RL APRIL 22 8:00-9:30 PM
	TUESDAY @MT. SAC	2007 NL & RL APRIL 23 6:00-7:30 PM
		2009 NL & RL APRIL 23 7:30-9:00 PM
	WEDNESDAY @ONTARIO SOCCER PARK	2009 NL & RL APRIL 24 6:30-8:00 PM
		2007 NL & RL APRIL 24 8:00-9:30 PM
	THURSDAY @MT. SAC	2008 NL & RL APRIL 25 6:00-7:30 PM
		2010 NL & RL APRIL 25 7:30-9:00 PM

For More Info Contact:
COMMUNICATIONS DIRECTOR
FRANK ROBLEDO
(626) 833-7606
FROBLEDO@SPORTINGCA.US




Boys 2006-2011

SPORTING CALIFORNIA USA	TUESDAYS @SAN MARCOS MIDDLE SCHOOL	2008-2011 APRIL 23 5:45-7:15 PM
		2006-2007 APRIL 23 7:30-9:00 PM
	WEDNESDAYS @SUNSET PARK	2008-2011 APRIL 24 5:45-7:15 PM
		2006-2007 APRIL 24 7:30-9:00 PM
	THURSDAYS @SAN MARCOS MIDDLE SCHOOL	2008-2011 APRIL 24 5:45-7:15 PM
		2006-2007 APRIL 24 7:30-9:00 PM

Register at:
WWW.SPORTINGUSA-SANDIEGO.COM


















GIRLS TRYOUTS

April 22-25, 2024

MONDAY @ONTARIO SOCCER PARK	2010 NL & RL APRIL 22 6:30-8:00 PM 2008 NL & RL APRIL 22 8:00-9:30 PM	2009 NL & RL APRIL 23 6:00-7:30 PM 2007 NL & RL APRIL 23 7:30-9:00 PM	
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For More Info Contact:
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Field Information

MT. SAN ANTONIO COLLEGE TURF FIELD

Directions
Driving on Temple Ave, (If you come from the 60 Freeway, exit Grand Ave and turn right, follow Grand Ave and turn right onto Temple Ave. Drive past the Soccer field and turn right onto Bonita (2nd light). Follow the road, and enter the parking lot on the left. There is a \$4 charge to park. THERE IS NO PARKING ON THE STREET.

Rules for the Turf Field
Water ONLY (No Gatorade or Powerade, plus no food allowed)
Parents are not allowed on the field and can watch from the fence.

Parking
Parking lot is adjacent to the turf field
PARENTS MUST NOT PARK ONN THE STREET OR WE RISK LOSING THE FACILITY.
Thank you for following the rules!





COMMITTED COMMITTED COMMITTED

Jonalyssa

VALLES







CORONA

OPEN TRYOUTS

FLIGHT 1 BOYS 2013

EL CERRITO SPORTS PARK
MONDAYS AND WEDNESDAYS
7:00 TO 8:30 PM
THROUGHOUT MARCH

Contact Info
HEAD COACH
JAVIER COTA
JAVIERCOTAJCRP@GMAIL.COM
951-489-7022














FANTASTIC 5

Dec 9 - 10, 2023

ONLY \$200 PER TEAM
 GIRLS PLAY SAT DEC 9
 BOYS PLAY SUN DEC 10

- 2017-2009 AGE GROUPS
- MAXIMUM ROSTER 10 PLAYERS
- 20 MINUTE GAMES * 3 GAMES MINIMUM
- LOADS OF GOALS!!
- EACH PLAYER WILL GET A FREE RAFFLE TICKET TO WIN SOME FANTASTIC PRIZES

CONTACT:
 OLIVE TIMPSON
 EMAIL: VCSPORTINGSOCCER@GMAIL.COM
 CALL/TEXT- 805-402-4165
 REGISTRATION LINK WILL BE SENT.
 PAYMENT IS DUE UPON REGISTRATION.

5V5 TOURNAMENT



SPORTING CALIFORNIA USA

GIRLS 2007 ECRL

Hacienda League - All League Honors

Leilani Sanchez

SOUTH HILLS HS
 OFFENSIVE MVP
 TEAM LEAD SCORER
 MOST ASSISTS

CLASS OF 2025
 3.4 GPA
 MIDFIELDER

REGIONAL EC NL LEAGUE

SPORTING CALIFORNIA USA GIRLS ECRL

Approved League Logos:



Conclusion:

By adhering to these Social Media Policies, teams and regions within Sporting California can leverage social media platforms effectively to enhance our brand presence, engage with our community, and promote our mission of sportsmanship and excellence. Together, let's uphold the standards of professionalism and integrity that define Sporting California USA.