



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 9,900 followers on our main Instagram account with our posts reaching over 30K 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 765 followers and lags well behind our Instagram followers. Please ask your followers on team accounts as well as region accounts to also follow 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. Team Social Media Coordinator (Volunteer Credit)

Team Social Media Coordinator Volunteer Position

Families may fulfill their team's required volunteer hours by serving as the Team Social Media Coordinator, subject to approval by the Team Manager and Sporting California's Social Media Director.

The purpose of this role is to help promote the team while also contributing to the overall visibility and growth of Sporting California USA.

Responsibilities

The Team Social Media Coordinator is expected to:

- Maintain the team's official social media account throughout the season.
- Create and publish consistent, positive, and professional content.
- Promote club announcements, tournaments, camps, tryouts, and special events.
- Capture photos and videos during games, training sessions, and team events when appropriate.
- Follow all Sporting California Social Media Policies.

Collaboration Requirements

To receive volunteer credit, the Team Social Media Coordinator must actively support the Club's primary social media presence.

Minimum expectations include:

- Submit at least one (1) Instagram Collaboration Request each month to @SportingCaliforniaUSA.
- Tag the official Sporting California account in relevant posts and stories.
- Share and help promote major club announcements, registration campaigns, tournaments, tryouts, and community events.
- Respond promptly to reasonable requests from the Club's Social Media Director for content or collaboration opportunities.

Failure to consistently collaborate with the Club's official account may result in volunteer hours not being approved.

Volunteer Credit

Volunteer credit will be awarded only after the Team Manager and Sporting California Social Media Director verify that the coordinator has consistently fulfilled the responsibilities outlined above throughout the season.

4. Team Account Requirements

Official Team Account Requirements

All Sporting California team and regional social media accounts are considered official representations of the club.

Each account must:

- Use Sporting California branding in the profile image.
- Include "Sporting California" and the team designation in the account name.
- Include the club website in the profile whenever possible.
- Follow the official Sporting California accounts on all platforms.
- Maintain current contact information.
- Provide administrative access to the Club's Social Media Director upon request.
- Have no more than two administrators unless approved.

Posting Expectations

Minimum Monthly Activity

Each team account is expected to publish:

- 8-12 posts per month
- Weekly Stories during the season
- Match day graphics or results
- Training photos/videos
- Player recognition
- Community involvement
- Club event promotion

Photography & Video Guidelines

- Use high-quality images whenever possible.
- Avoid blurry or poorly lit photos.
- Obtain parental permission through club registration before featuring players.
- Never post injuries or medical information.
- Never embarrass or single out players.
- Players should be properly dressed and represent Sporting California professionally.

Coaches, managers, parents, and team social media administrators may not use social media to directly recruit players from another club in violation of league recruiting policies.

5. 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.

Artificial Intelligence

Artificial Intelligence tools (such as ChatGPT or Canva AI) may be used to assist with captions, graphics, and content creation.

However:

- All content must be reviewed by a human before posting.
- AI-generated information must be factually accurate.
- AI may not create misleading announcements or false accomplishments.

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 2026/2027 Season:**

Tryout dates, categorized by U6 to U19, are as follows:

Born between July 31, 2021 through August 1, 2017 - Pre-Kinder - 2nd Grade (U6 - U9): Tryouts may begin NO SOONER than Monday, December 1, 2026.

Born between July 31, 2017 through August 1, 2012 - 3rd Grade - 7th Grade (U10 - U14): Tryouts may begin NO SOONER than Monday, February 23, 2027.

Born between July 31, 2012 through August 1, 2007 - 8th Grade - 12th Grade: Tryouts may begin NO SOONER than Monday, April 20, 2027.

The tryout window closes on June 30, 2026, as the SOCAL Transfer Policy goes into effect on July 1, 2026.

- **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:



ECNL & ECNL RL

★ BOYS TRYOUTS ★

TRYOUT

FRIDAY, MAY 1ST

U17 - U19



ALL ATTENDEES
MUST REGISTER
FOR TRYOUTS

REGISTER NOW

SCAN HERE





MT. SAC
TURF FIELD



SESSION TIMES:
U17: 6:30 - 7:45 PM
U19: 8:00 - 9:15 PM



ARRIVE 15 MINUTES
EARLY FOR CHECK-IN






ELITE COMPETITION



COLLEGE EXPOSURE



PLAYER DEVELOPMENT



**ONE CLUB.
ONE STANDARD.**




@sportingcausa



ECNL & ECNL RL

★ GIRLS U19 ★

TRYOUTS

NEW DATE ADDED: MONDAY APRIL 27TH

AUG 1, 2007 THROUGH JULY 31, 2009



ALL ATTENDEES
MUST REGISTER
FOR TRYOUTS

REGISTER NOW

SCAN HERE





MT. SAC
GRASS FIELDS



6:30 PM TO 8:00 PM



CHECK IN BY 6:15 PM






ELITE COMPETITION



NATIONAL EXPOSURE



PLAYER DEVELOPMENT

SPORTING CALIFORNIA USA

2026 SUMMER CLASSIC

JULY 18-19, 2026
GALWAY DOWNS, TEMECULA, CA

REGISTER NOW!

TOP COMPETITION |
 PREMIER FIELDS |
 GREAT EVENT EXPERIENCE

AGES & ENTRY FEES (BOYS/GIRLS U6-U19)
 B/G U6-B/G U10 \$925 | B/G U11-B/G U12 \$1050 | B/G U13-B/G U19 \$1225

WE ARE LOOKING FOR 150 NEW FOLLOWERS
TO GET TO **10,000** FOLLOWERS!

HELP US REACH 10K!

FOLLOW US AT @SPORTINGCALIFORNIAUSA

WE COMPETE IN

ECNL |
 N1 NATIONAL LEAGUE |
 SOCAL LEAGUES

AND OTHER TOP REGIONAL COMPETITIONS

★ ★ **ONE CLUB. ONE FAMILY. ONE GOAL.** ★ ★

PRE  ECNL **GIRLS U12**
PRE-ECNL

OPEN TRAINING

★ **LOOKING TO ADD PLAYERS** ★

-  **TEAM TRAINS EVERY TUESDAY & THURSDAY**
-  **5:00 PM TO 6:30 PM**
-  **SOUTH FONTANA PARK FIELD 2**
-  **CONTACT EDDIE ROMAN 951-901-0075**




DEVELOP. COMPETE. BELONG.



 **ECNL-RL**
SOUTHWEST

BOYS U15 ^{2011/12}

TRYOUTS

★ JOIN OUR COMPETITIVE ECNL RL PROGRAM! ★

-  **THURSDAY, JULY 16TH**
-  **6:30 PM - 8:00 PM**
-  **SOUTH FONTANA SOCCER PARK FIELD 2**
-  **CONTACT OMAR RODRIGUEZ 909-201-3093**




DEVELOP. COMPETE. BELONG.

 **ECNL-RL**
SOUTHWEST

GU12 ²⁰¹⁴⁻¹⁵

OPEN TRAINING

★ PRE-ECNL PRE-ELITE LEAGUE ★

-  **TRAINING DAYS: TUESDAY & THURSDAY**
-  **TIME: 5:00 PM - 6:30 PM**
-  **LOCATION: SOUTH FONTANA PARK FIELD 2**
-  **CONTACT: EDDIE ROMAN 951-901-0075**




DEVELOP. COMPETE. BELONG.

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.