

# THANK YOU FOR BACKING PLAY SAFE

See below for top tips on using the assets,  
followed by guidance on:

- How to upload content to Twitter
- How to upload content to Facebook
- How to upload content to Instagram



In partnership with

**NSPCC**

## 9 TIPS TO SHOW YOUR SUPPORT

1. **Assets** – use the generic assets, or the ones you can edit.
2. **Editable assets** – means you can embed your own badge, but make sure any pics you include have all the correct consents<sup>[1]</sup> in place.
3. **Social media assets** – post in the week leading up to and during the Play Safe weekend.
4. **Editorial content** – use on your website and/or match programme – add a quote from someone senior at your club to emphasise how important safeguarding is at your club.
5. **Posters** – place in areas where parents/carers will easily see them.
6. **Email banners** – Ask everyone who runs your club to use these at the foot of their emails.
7. **Films** – use the films we send you on your website/channels, use the shorter clips as social media posts.
8. **Take pics (with consent)** – of anything you do at your club where the Play Safe logo appears and send them to your County FA DSO (Designated Safeguarding Officer).
9. **Ask parents/carers** at your club to watch the films and also take the new, online and free FA course on safeguarding for parents/carers, which you'll find [here](#).

Finally, keep using the Play Safe materials after the weekend so that safeguarding has a visible presence and is reinforced by everyone's actions.

# THANK YOU!

<sup>[1]</sup> **Consents** – means informed consent means those in the pictures and if under-18s, that their parents/carers have confirmed you can use the image on behalf of the club and to support this campaign.

# How to upload content to Twitter:



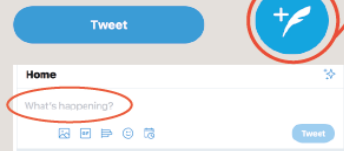
1. Download the asset pack to your computer or phone.



Click this icon to post if you're using the mobile app.



2. Log into Twitter and select the blue 'Tweet' icon or click in the 'What's happening?' box.



4. Locate the asset you're looking for, select it and click ok.



3. This will open a box, at the bottom of the box you will see some icons. Select the icon that looks like a picture of mountains.



5. Find relevant copy in the social plan. Highlight it. Right click it and press 'copy'.

Date & Time	14/06/2022 - 12:00pm	14/06/2022 - 1:00pm
Asset description	Twitter promoted the post on @RFA's behalf of the award. Approved. Promoted images are used. The video from the post is not live below.	All social media elements published on the open team must be planned on the live below.
Post copy	Our models featured in the National of @RFA and @BBC-Corndocuk. Promoted by you, selected by our AI. This is not an original content. Who ever share it, please to tag our hashtag. Connect only together even when you're! Take us back at 12:00pm	The waterpark is in. The @RFA have chosen. Our of the year's @BBC-Corndocuk who is your favourite of the year @BBC-Find out at 12:00pm tomorrow. @RFA-@BBC-Corndocuk @BBC-Corndocuk @BBC-Corndocuk
Link to Google Drive		

6. Go back to Twitter, click where it says 'What's happening?'. Right click and 'paste' the copied text into the box. Or write your preferred content.

7. Don't forget the hashtags!



8. Time to upload. Click 'Tweet'.

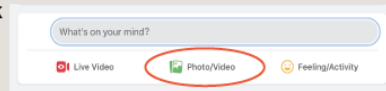
# How to upload content to Facebook:



1. Download the asset pack to your computer or phone.



2. Log into Facebook and select the Photo/Video icon.



4. Click ok/select.



3. A window will open in your documents, or it will take you to your phone's media library. Locate the asset you want to upload.

5. Find relevant copy in the social plan. Highlight it. Right click it and press 'copy'.

Date & Time	DATE/TIME - 12:00pm	DATE/TIME - 1:30pm
Asset direction	Twitter: Review the asset and direction of the asset/segment. Facebook/Instagram: Review the video from the asset/direction below.	All social media channels: Volume of the asset/segment on page/direct link below.
Text copy	Did you know? The winners of the 2023-24 National Judging Contest are... The winners are... The judges have chosen... Out of nearly 1000 submissions... The winners are... The judges have chosen... Out of nearly 1000 submissions... The winners are... The judges have chosen... Out of nearly 1000 submissions...	Did you know? The winners of the 2023-24 National Judging Contest are... The winners are... The judges have chosen... Out of nearly 1000 submissions... The winners are... The judges have chosen... Out of nearly 1000 submissions...
Link to Google Drive		

6. Go back to Facebook, click 'What's on your mind?'. Right click and 'paste' the copied text into the box. Or write your preferred content.

7. Don't forget the hashtags!



8. Time to upload. Click 'Post'.

# How to upload content to Instagram:



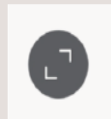
1. Download the asset pack to your computer or phone.



2. Log into Instagram on your phone. Click the plus sign at the bottom of the screen to open up your image/video library.



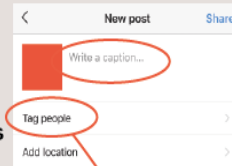
4. Click next and next again to take you to 'write a caption'.



3. Select the image/video you want to upload. If it doesn't fit you can press the arrows in the bottom corner of the image and it will make the whole image visible.

5. Find relevant copy in the social plan. Highlight it. Right click it and press 'copy'.

6. Go back to Instagram, and 'paste' the content from the social plan or write your preferred content where it says 'Write a caption...'



Date & Time	14/06/2020 - 17:00pm	14/06/2020 - 1:30pm
Asset description	Twitter Network #1 post on @BIA. Twitter of the award ceremony. Hashtags: #Instagram. Download the video from the gallery & use this below.	All social media channels. Inquirer of the year honor award. In progressive file below.
Post copy	Get ready to hit out the winners of @BIA and @BIAOnAbdAlM. #InstagramOnScreen 2020. Sponsored by you, selected by Country Aa and The IA. National judging Panel. Who were asked to be here to bring their football community together over when sport? Tune in daily at 12.30pm	The nominations are in. The judges have chosen. Out of nearly 1200 nominations who is your favourite of the year 2020? Find out at 12.30pm tomorrow. #BIA #BIAOnAbdAlM #InstagramOnScreen
Link to Sample Drive		

7. Don't forget the hashtags! Add these to the end of your caption and tag the relevant people by clicking 'Tag people' and searching for their account.



8. Time to upload. Click 'Share'.

## How to post a carousel in Instagram

1. Open your Instagram app and tap Add Post.
2. In the bottom right corner of the app, click Multiple-Image Post.
3. You can select up to 10 images or videos to include. Make sure to select them in the order that you would like them to be posted.
4. Tap Next.
5. Swipe to look through the images that you have selected and make sure they are in the right order.
6. Write your caption and add any tags you'd like to include. Then, tap Share to make your post go live.

