
IFF SOCIAL MEDIA GUIDE

Social Media in short:

- Basic rule: We can't expect that all people we want to reach find us. Therefore we also need to be present where they are.
- IFF aims to have SOME presence in various channels
- Versatile content
 - own content
 - shared content
 - interaction
 - photos
 - videos
 - links
- A strong social network presence is becoming a must for survival
- Today's digital landscape offers so many channels to reaching people. IFF uses most of the popular networking sites, such as Facebook, Twitter, Instagram, Flickr, YouTube, website Blog.
 - Requires regular following of networks, community management, content creating, social messaging, administering, answering questions and planning etc.
- Social media a way to bring out the fun and interactive side of an organisation
- The actions of the organisation become open and interactive
- People comment and participate – wanted or not
- Everyone within the organisation to communicate/participate
- Social media is a conscious effort for an organisation
 - New work area, new/more resources

Basic Social Media Guidelines

- Follow interesting people, organisations etc. on for example Twitter & Facebook
- @ - sign indicates a user, like @IFF_Floorball
- # - sign indicates a hashtag, a trend, a collecting umbrella.
 - All Tweets & IFF FB posts #floorball will show on the IFF front page and IFF Event pages Twitter box (not FB photos with text).
 - Additional post specific & fun # can be added
 - Major IFF Events have own social media accounts and hashtags (#), but all parties should use #floorball as well
 - When mentioning a certain event organisation etc. the event/organisation can be mentioned in the post/tweet, search with @
- Share those links and updates that are interesting for IFF fans
- Post/share topics that you think will engage people
- More popular posts reach more people
- If a fan hasn't been engaged in IFF FB posts for a while, the IFF FB feed won't show on their news feed.
- Paid FB adds increase FB likes (genuine?, real fans will stay, timing of add (Events))
- Continuous schooling is needed
- Social media landscape is continuously changing, which creates challenges
- Organisation-wide Participation
 - Social media should not be a one man show, updates/photos from all sectors are needed to create versatile content.

Social Media Use Policy in short

Aimed for IFF staff, IFF CB, IFF committees, IFF referees, IFF referee observers, IFF volunteers and local organisers to guide their member associations, event specific or personal use of social media and sharing of IFF news.

- All parties are encouraged to share IFF decisions and news on own accounts
- All parties are encouraged to share IFF decisions and news within their Member Associations.
- IFF decisions shall only be published and shared when the official IFF announcement has been published.
- IFF has some event specific social media accounts that the local IFF Event organisers should use for promoting the IFF Events (like WFC). The accounts will go from organiser to organiser and the main language should be English.
- IFF owns all the rights of live pictures, so filming is not allowed at the IFF Events without IFF's permission.
- When representing floorball on the international sports scene all parties are encouraged to share this information with the IFF (via for example @IFF_Floorball on twitter and #floorball on twitter, facebook and instagram).

- Know what you are talking about. Don't comment upon issues you are not the spokesperson of.
- Observe neutrality!
- Be a good ambassador! While it is everyone's personal decision whether to use social media networks and tools or not, you should always be aware that your behaviour and opinions reflect on the organisation.
- And finally, use common sense!

The Golden Rules of Social Marketing (Marketo)

1. Don't take yourself too seriously.
2. Inbound is not enough.
 - Needs to be combined with outbound marketing. Never underestimate what a bit of paid promotion can do.
3. Must have good content
 - Without well-produced, engaging content, any and all tactics will most likely fail.
4. Needs a strong call to action.
 - The tried-and-true, strong call to action is just as important in social media as it is anywhere else.
5. Add value.
 - At the end of the day, bringing some sort of value to the people is essential.
6. Never forget that social is a two-way street.
 - No one likes being talked at. Broadcast the message, but keep the lines of communication open in both directions. When contacted, respond quickly and sincerely. Be sure to mix up your messaging and use a combination of content and offers.
7. Peer-to-peer sharing is the best way to get your message heard.

Special issues for the IFF referees for the use of the social media and communication with the media

As stated above several times the social media is a part of modern life and we are all more or less in that world. We have Facebook, twitter, Instagram and other social media accounts that some use more actively than others.

There are some issues that the referees especially need to remember when using social media.

1. Referees are always neutral
2. Referees don't comment any games or teams or what has happened in the matches

3. Referees don't speculate how the tournaments will end up
4. Referees don't comment anything about the games, teams and issues related to the games to any other media representatives either
5. The communication with the media regarding referee related issues is the responsibility of the IFF President and IFF Secretary General in co-operation with the referee management.

The IFF on the other hand encourages referees to build a positive brand and atmosphere around the referees and the referees can be in co-operation with the media and publish in the social media general issues during the tournaments and IFF events. For example how the referees are getting prepared for the games during the events, before the events and what happens after the events.

Brand building is a good thing but if it leads to extra hype, then the referees are in danger to become easy targets and the media might turn that against them. We already have some examples of that.

When publishing pictures in social media be careful what you wear. Don't have any team uniforms or anything which would possibly give the impression that you are favouring some team, club, national team etc.

If the media wants to talk to you and make a story of you, always consult the Referee Management of the tournament before saying yes.

If You are not sure, if the things you plan to write and publish in social media are correct or appropriate, DON'T PUBLISH IT.

As Long as You are IFF referees You need to remember that you are always referees in the eyes of the public.