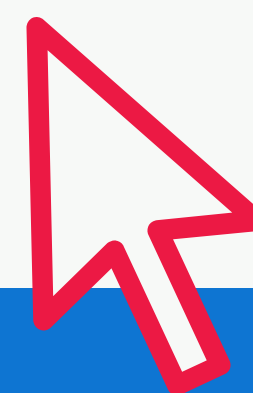




NETWORK

SOCIAL MEDIA TIPS



01

SHARE THE GAME LINK

First, find your event on NFHSnetwork.com. From the event page, click the blue “SHARE” button underneath the video player. Click the platform you want to share to, or you can click “Copy Link” and paste it to a different platform.

02

INCLUDE A PHOTO

When you share the game link, a photo should automatically generate for Facebook and Twitter. If you are posting to Instagram, upload a photo of your own, and paste the game link in your bio.

03

INCLUDE YOUR OWN CAPTION

In the caption, be sure to mention the sport, level, gender, team names, game date/time, and any other important information about the event that your followers should know (e.g. Homecoming game, Senior Night, etc.)!

04

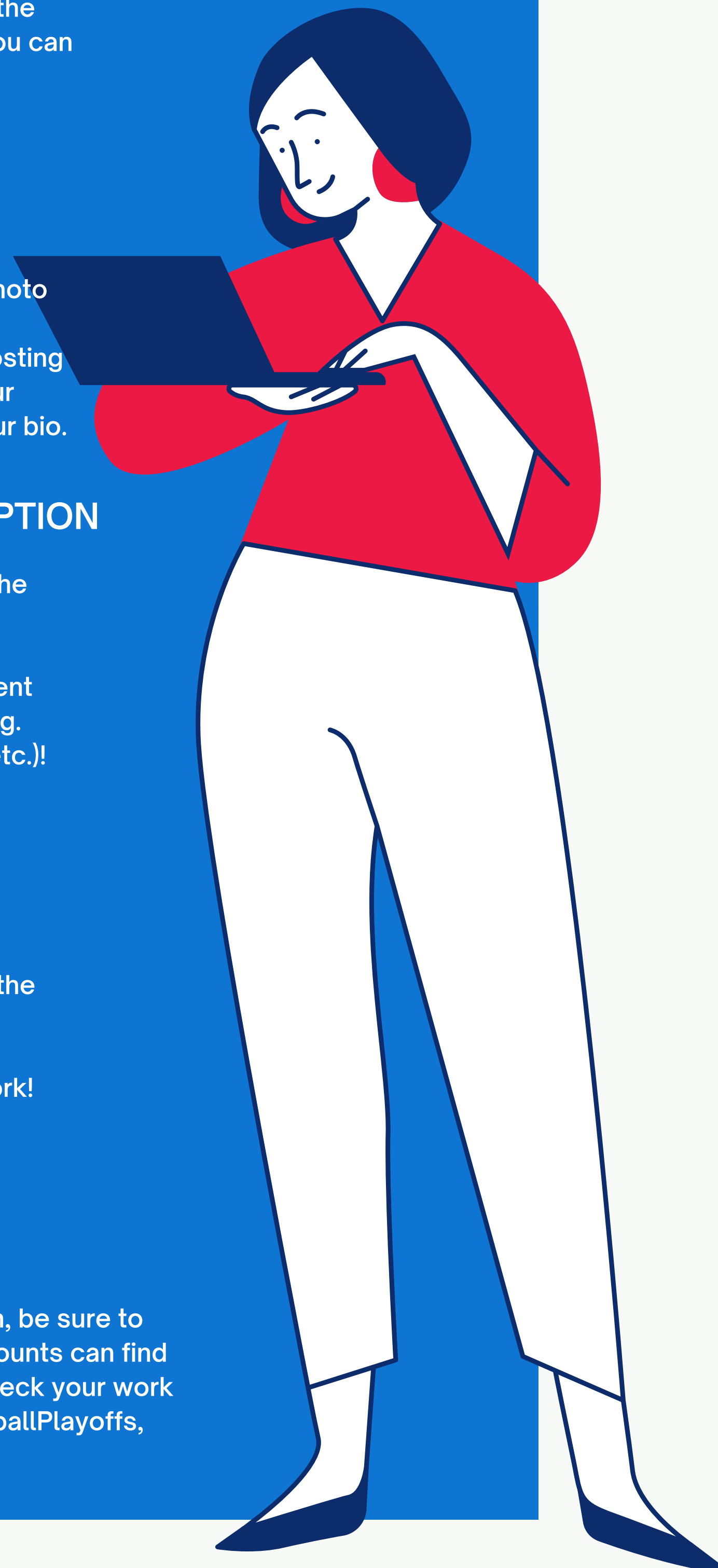
TAG OTHER ACCOUNTS

Be sure to tag the social media handles of the schools featured in the event as well as any specific team accounts they might have. And of course always tag the NFHS Network!

05

USE HASHTAGS

Before you click that “share” button, be sure to include hashtags so that other accounts can find your post. Lastly, always double check your work and share away! (Like #IllinoisFootballPlayoffs, #FridayNightLights, etc.)



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