

EP Social Posting Tips

WHAT MAKES A POST SHAREABLE?

- **Overall event highlight reels** (photo galleries or videos) - even better - a cheer highlights post and a dance highlights post!
- **Off the floor/stage fun shots** (prefer a gallery) - let's show how fun All Star competitions are for the athletes, family & friends! Share the experience!
- **All standings and awards** (in a single post)
- **Worlds Bid Boost announcements** - we'd love to see who has received a boost to their bid for the season!
- **Worlds Bids announcements** - we'd love to have video footage of these shared on social!

WHEN TO TAG @USASF



- **@usasfCheer** – CHEER event related posts, especially fun highlights with photos and videos showing how amazing your event is!
- **@usasfDance** - DANCE event related posts, especially fun highlights with photos and videos showing how amazing your event is!
- **@The_CheerWorlds** – posts related to Cheer Worlds only
- **@DanceWorlds** – posts related to Dance Worlds only



- **facebook.com/USASF/** - Tag this page for any USASF general topics. Things that apply to both cheer and dance or things that are directed at program owners or the growth of All Star as a whole.
- **facebook.com/USASFcheer/** - Tag this page for any CHEER event highlights.
- **facebook.com/USASFdance/** - Tag this page for any DANCE event highlights.



- **@usasf_cheer** – CHEER event photo and video highlights
- **@usasf_dance** - DANCE event photo and video highlights

HASHTAG TIME

Always in Use:

#USASF

#AllStarCheer

#AllStarDance

#ThisIsAllStar
(used to promote athleticism,
team bonding, competition)

#AllinforAllStar
(used to promote life skills and community service
demonstrated through All Star)

Feature Events / Programs: (Replace ?? with current year)

#CheerWorlds20??

#DanceWorlds20??

#WorldsWednesday
(encourage teams to share their past experiences
and current journey to Worlds)

#USASFNM??
(for the national meeting)

#USASFathletes1st

#RoadToCheerWorlds

#RoadToDanceWorlds

#AllStarIsFun
(used to promote the FUNdamentals program)

#NASCDD20??
(National All Star Cheer & Dance Day)

#USASFleadership
(for BOLT & IMPACT)