



# Content Submission Protocol for Social Media

**THIS PROTOCOL OUTLINES THE PROPER PROCESS FOR SUBMITTING CONTENT TO THE SOCIAL MEDIA COORDINATOR (CHRIS KING) TO ENSURE CONSISTENCY, ACCURACY, AND TIMELINESS OF ALL SOCIAL MEDIA POSTS REPRESENTING THE CENTRAL PENN PANTHERS.**

## 1. Content Types Accepted:

- Game highlights and recaps
- Player achievements (on and off the ice)
- Team events, fundraisers, or community service
- Photos and videos from practices, games, or team events
- Tournament results
- Announcements (schedule changes, tryouts, etc.)
- Sponsor mentions and thank-you posts

## 2. Submission Requirements:

- Deadline(s):
  - Submit game recaps within 24 hours from completion of the game
  - Submit general content at least 48 hours before the desired posting date (exceptions: game updates/results or urgent announcements).
- Format:
  - Text in a Word document, email body, or shared Google Doc
  - Photos/videos in high-resolution format (JPEG, PNG, MP4, MOV).
  - Include correct spelling of all names and relevant details (dates, scores, opponents, locations, etc.).
- Credits: If a photographer or videographer should be credited, include their name and handle.
- All content must be appropriate and original.

## 3. Submission Process:

- Send all content via email to: [ckingville2020@gmail.com](mailto:ckingville2020@gmail.com)
- Subject line: Social Media Submission – [Team/Topic] – [Date]
- OR upload to a designated shared folder (e.g., Google Drive) and notify the coordinator by email or message.

## 4. Review & Approval:

- The Social Media Coordinator will review submissions for accuracy, club consistency, and appropriateness.
- Edits may be made for clarity, formatting, or style before posting.

**NOT ALL SUBMISSIONS ARE GUARANTEED TO BE POSTED BUT WILL BE CONSIDERED BASED ON TIMING AND RELEVANCE.**

## 5. Contact for Questions:

If you're unsure whether your content fits or need assistance, reach out to: [wil@centralpennpanthers.com](mailto:wil@centralpennpanthers.com) or [ckingville2020@gmail.com](mailto:ckingville2020@gmail.com)

**Our goal is to promote and celebrate our players, teams, and community while maintaining a professional and engaging online presence. Your team's contributions are valued, and they help share the spirit of the Panthers with our wider hockey family!**



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