



# COMMUNICATIONS CONSISTENCY DOCUMENT

## MISSION

One of the Communications Department's main objectives is to keep publications across all platforms and departments consistent with the same verbiage. To better ensure all are making a conscience effort as a whole to meet the goal, USA Field Hockey requests you review and follow the outlined information noted within this document.

## VERBIAGE

Below are the correct names and abbreviations that are to be used when referring to entities within USA Field Hockey. When any entity is used, each word of the name should sit on the same line.

**Coach Education Program** - always Coach Education Program or CEP

**FUNDamental Field Hockey** - always FUNDamental Field Hockey or FFH

**Indoor National Teams** - always U.S. Men's/Women's National Indoor Team, Indoor USMNT/USWNT or Team USA

**Junior High Performance** - always Junior High Performance or JHP

**Junior Indoor National Teams** - always U.S. U-17/U-19/U-21 Men's/Women's National Indoor Team, U-17/U-19/U-21 Indoor USMNT/USWNT, Team USA or Junior Squad, never JINT

**Junior National Teams** - always U.S. U-17/U-19/U-21 Men's/Women's National Team, U-17/U-19/U-21 Junior USMNT/USWNT, Team USA or Junior Squad, never JNT

**National Club Championship** - always National Club Championship or NCC

**National Hockey Festival** - always National Hockey Festival or Festival, never Hockey Festival

**National Indoor Tournament** - always National Indoor Tournament or NIT, never Indoor Tournament

**National Indoor Tournament Qualifiers** - always National Indoor Tournament Qualifiers or NITQ, never Indoor Qualifiers

**Nexus** - always Nexus, never Nexus program

**Nexus Championship** - always Nexus Championship or NXC

**Summer Bash Series** - always Summer Bash Series or SBS

**Summer Bash at the Beach** - always Summer Bash at the Beach or SBB, never Summer Bash or Beach Bash

**Summer Bash in New England** - always Summer Bash in New England or SBNE, never Summer Bash or Bash in New England/N.E.

**Sunshine Showcase** - always Sunshine Showcase, never Disney Showcase

**U.S. Men's National Team** - always U.S. Men's National Team, USMNT or Team USA, never Men's National Team or MNT

**U.S. Women's National Team** - always U.S. Women's National Team, USWNT or Team USA, never Women's National Team or WNT

**USA Field Hockey** - always USA Field Hockey, never USAFH, USA FH or USFHA

**USA Field Hockey Summit** - always USA Field Hockey Summit or Summit [year], never Hockey Summit

## PRESS RELEASES

Website articles and/or eblast communication are USA Field Hockey's main outlets for distributing news and information to members and fans. The website or email based content are re-published to most social media accounts, Facebook, X, Instagram Story, Pinterest and LinkedIn. All content within a press release should reflect appropriate verbiage mentioned on Page 1. Press releases should be submitted to the Communications Department **2 days before** the publication date, to allow adequate time to review the content and send back feedback or edits.

For outside sponsors, partners or suppliers, content for press releases need to be submitted to the Commercial Manager **1-week before** the publication date. This will allow the Communications Department adequate time to review the content and send back feedback or edits.

The Communications Department encourages sponsors, partners or suppliers to submit a high resolution horizontal image to be used for the webtile associated with their press release.

## FACEBOOK

With more than 83,000 fan likes on USA Field Hockey's Facebook page, content pushed to this platform is used to share core messages with an audience larger than the current membership. As mentioned, press releases or website articles are often times re-published on Facebook.

To be visually appealing to fans or followers, images are included with content or web links. Most of the time, webtiles from press releases are used or the website image populates to Facebook. Facebook posts should be submitted to the Communications Department **2 days before** the posting date for review.

Facebook image dimensions, if not auto-populated from the URL link, are **1200px by 900px**. Image should be submitted in JPEG, PNG or PDF format.

When mentioning other specific organizations, sponsors, partners or suppliers, that organization will be tagged in the Facebook post, if applicable.



## X (TWITTER)

USA Field Hockey's X page, which has more than 44,000 followers. As mentioned, press releases and website articles are often times re-published on X. X posts should be submitted to the Communications Department **2 days before** posting date for review.

With a **280 character limit**, content posted to X has to be concise and to the point. Almost all posts include an image to be more visually appealing to fans or followers as well as a URL link to an external press release or website. The character limit includes images linked to the post and URL link. Bitly is used to condense the external URL link and track click through rates.

X is also used during Regional, National, Sanctioned and International Events as the fastest way to let the attending audience know of any issues or concerns.

When mentioning other specific organizations, sponsors, partners or suppliers, that organization will be tagged in the X post, if applicable.

X image dimensions are **1024px by 512px**. Images should be submitted in JPEG, PNG or PDF format.



## EBLASTS

Eblasts are used when USA Field Hockey's Departments, sponsors, partners or suppliers want to reach the full-membership or a subdivision of the membership with news, information or promotions.

All Eblasts of 100 email recipients or more must be reviewed by the Communications Department for consistency and grammatical edits. Eblasts, whether HTML code, JPEG or written content, must be submitted to the Communications Department **2 days before** the scheduled date. This will allow the adequate time to review the content and send back edits.

To sit nicely on the Webpoint server, it is requested that all HTML codes or JPEG files have a **width of 720px** with no length restriction. Text Eblasts will be formatted to within a 720px wide graph.

Images that are incorporated into an HTML code need to be embedded into the HTML code and not sit on a third party host site. If image show up as not visual after inputting the HTML code, the Communications Team will request all images.

Required information needed when submitting an Eblast:

- Subject line: concise and to the point, maximum 25 characters
- Web address(es) the image(s) should be linked to: if sent as a JPEG, the Webpoint server only allows it to be linked to one web address
- Maximum JPEG size is 400 KB: the server does not except files larger than 400 KB
- Demographic/membership category intended to receive
- Graphics/promotional images need to be visually appealing

# RECOMMENDATIONS

Here is a list of recommendations that we have found to be successful when sending content through for USA Field Hockey platforms:

## IMAGES

- Image(s) must be sent as JPEG, TIF, PDF or PNG
- Image(s) must be high-resolution with a 300dpi
- Image(s) must be horizontal for universal usage
- Image(s) must be visually appealing and support a positive message

## GRAPHICS/ADVERTISEMENTS

- Graphic(s)/advertisement(s) must be sent as JPEG, TIF, PDF or PNG
- Graphic(s)/advertisement(s) must be high-resolution with a 300dpi
- Graphic(s)/advertisement(s) must be visually appealing and support a positive message

## CONTENT

- Content must be at least five sentences or more
- Content must reflect the event, promotion, message, etc. in a positive way that will be universally received
- Content must reflect the appropriate verbiage mentioned on Page 1

## EBLAST SUBJECT LINE

- Subject line must be concise and to the point
- Subject line must be interesting to attract viewers
- Subject line must have a maximum of 25 characters
- Subject line must not include an over usage of punctuation

## USA FIELD HOCKEY LOGO

- The figure in USA Field Hockey's organizational logo should never be dismantled or separated from the text. This is in accordance with the USA Field Hockey Logo Standards manual.

# QUESTIONS?

Please direct related questions to USA Field Hockey's Communications Team:

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