

USA KARATE[™]

SOCIAL MEDIA ROAD MAP



➔ **@** What does “@” mean in **SOCIAL MEDIA**? The “@” symbol is used before a unique username to identify and connect directly to an account. For example, typing @usakarate in your post will link straight to the official USA Karate page. This username works like a digital tag that is always unique—similar to an email address—so people can find the right account every time.

BEFORE YOU POST

QUICK CHECKLIST



- Confirm the official USA Karate username to be used.
- Use appropriate audio/content (no explicit lyrics or imagery).
- Set the **POST SETTING** to **PUBLIC** so it can be reshared.
- Include key details: event name, date, location, registration link.
- Add 1–3 relevant hashtags (e.g., #Karate, #usakarate, #seniorteamtrials)
- Add Alt Text for images (describe the photo for accessibility).

✦ Ensure the **POST SETTING** is set to **PUBLIC** to allow resharing.

By Platform

STEP
BY
STEP

INSTAGRAM

@usakarate

(Feed & Reels)



- In caption, type @usakarate → tap the correct account from suggestions.
- Tap TAG PEOPLE on the final screen → tap the photo → add the account.
- To invite a collaborator: tap TAG PEOPLE → INVITE COLLABORATOR → search & select @usakarate.
- For stories: add a “mention” sticker or type “@” then the handle (username).

>>> **SAMPLE INSTAGRAM CAPTION** <<<

“Excited to host the Senior Team Trials! – Join us on Jan 30 in Denver. Register today – usankf.org.”
@usakarate #seniorteamtrials #karate #teamusa

HASHTAG

Labels that group posts on social media around the same topic, making them easier to find – keep hashtags between 3 – 5

FACEBOOK

@usakarateteam

(Pages & Events)



- In the post text, type @usakarateteam and select the official Page.
- If posting a photo, click the image – Tag Photo to add the Page.
- For Events: list USA Karate as a co-host

>>> **SAMPLE FACEBOOK CAPTION** <<<

“Countdown to senior Team Trials – 2 weeks! Athletes from across the nation are ready!” @usakarateteam #usakarate #karate #seniorteamtrials #teamusa

After You Post



- Share the direct link to your post with USA Karate via DM or email so we can find it quickly.
- Accept collaboration requests and check that your post is set to Public.
- Encourage athletes, coaches, and parents to reshare.