




Little League® University
Live Webinar Series
Social Media / Website



objectives

- How to use Social Media as a way to enhance your league.
- Discuss running a league website.
- Using a local league website during the season.



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pre-season planning

social media use

Social Media presence is necessary to communicate with parents and volunteers

- Each platform can be used in different ways
- Use the best platform to reach the right people in your community
- Use the channels to promote league events and activities



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social media

Develop the use of social media

- Consider having one or multiple volunteers who work directly with social media and marketing
- Only use photos and videos of individuals that your league has permission for
- Post on consistent basis
- Don't engage in ways that harm your league's reputation – keep it positive
- Identify ways social media can support the league and its programs
- Paid social media may be worth considering

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league and district websites

Maintaining a local league or district website can be your most important communications tool.

- First thing people find when searching for activities for their children
- Allows volunteers to easily update information about your league/district offerings
- Provides important information to keep families educated
- Promotes your league/district offerings

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league and district websites

A great way to identify volunteer(s) to help with a task that has flexible time commitments and get them involved in the league.

Important information to always have up-to-date:

- Schedules and managing game results
- Team pages with practice and game information
- Field location and directions
- Important schedule changes
- Sponsor thank you messages
- Volunteer information
- Event and future seasons information
- Links to social media accounts
- League Boundary Map
- Link to Little League's League Finder: PlayLittleLeague.org
- Important League Information (e.g. Constitution/Bylaws, Budget and Financial Information, etc.)

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choosing technology service provider

When choosing a provider for your league, please consider the following:

- Identify the tasks of the league administration process that you would like to make easier
- Research all fees associated with service providers; often contracted providers have varying fee structures tied to use
- Review and understand the terms of the contract and the length of the term
- Ask questions about the security of data and understand their policies
- Ask questions about reporting and downloading of information; if you change providers you will want to ensure that you can download the information on players/families

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Little League partners with Dick's Team Sports HQ

Little League has partnered with DICK'S Team Sports HQ powered by Blue Sombrero as the recommended league technology platform for use by local leagues and districts. Blue Sombrero offers free websites, free online registration services and league management tools to support local Little League programs.

DICK'S TEAM SPORTS HQ



LittleLeague.org/TSHQ

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Little League partners with DICK'S Team Sports HQ

- 100% Free Offering, no hosting or support cost.

Only cost is the flat 2.8% credit card rate for online registration processing (which can be built into Registration Fee if league chooses)

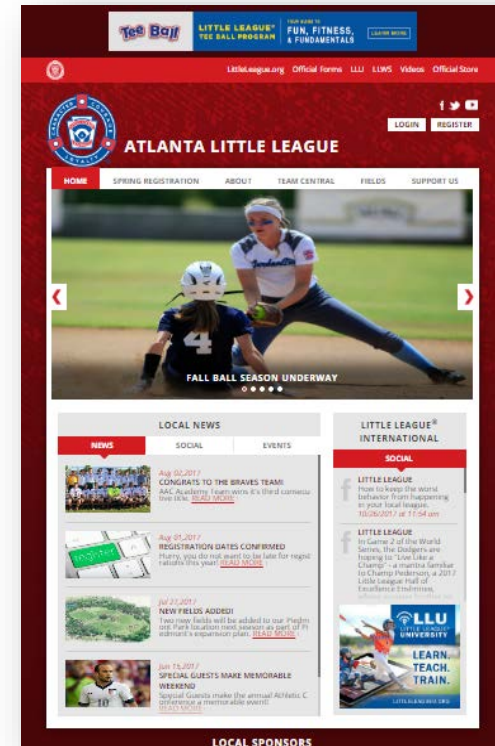
- Automatic Player Registration Data Sync with the Little League Data Center – No more Excel uploads

- Little League branded website themes

- Enhanced communications tools

- Custom integrations specific for Little League operations

- Live Training Webinars and Dedicated Support - Phone and Email



Parents/Volunteer/ Appointments

Join us Next Week...

When:

March 14, 2019 at 2 P.M. Eastern

Topic:

Streaming League Games



Brian McClintock
Senior Director of
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Questions?

Thank you!