



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 we're 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

Disney Field Hockey Showcase - always Disney Field Hockey Showcase, never Disney Showcase or Disney Hockey Showcase

FHLife Magazine - always FHLife, never FH Life or Field Hockey News or FH News

FUNDamental Field Hockey - always FUNDamental Field Hockey or FFH

Futures Program - always Futures Program or Futures

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 Futures Championship - always National Futures Championship or NFC

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 Qualifier - always National Indoor Tournament Qualifier or NITQ, never Qualifier

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.

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 our members and fans. The website or email based content are re-published to our social media accounts, Facebook and Twitter. All content within a press release should reflect appropriate verbiage mentioned on Page 1. Press releases should be submitted to the Communications Department **3 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 **one week before** the publication date. This will allow the Communications Department adequate time to review the content and send back feedback or edits.

We encourage sponsors, partners or suppliers to submit a high resolution horizontal image to be used for the web tile associated with their press release.

FACEBOOK

With more than 70,000 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 our 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, web tiles from press releases are used or the website image populates to Facebook. Facebook posts should be submitted to the Communications Department **3 days before** the posting date for review.

Facebook image dimensions, if not auto-populated from the URL link, are **1200px by 627px**. 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.



TWITTER

Another thoroughly used social media outlet is USA Field Hockey's Twitter page, which has more than 40,000 followers. As mentioned, press releases and website articles are often times re-published on Twitter. Twitter posts should be submitted to the Communications Department **3 days before** posting date for review.

With a **140 character limit**, content posted to Twitter 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.

Twitter is also used during national 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 Twitter post, if applicable.

Twitter 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 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 **3 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, our server only allows it to be linked to one web address
- Maximum JPEG size is 400 KB: our server does not except files larger than 400 KB
- Demographic/membership category intended to receive
- Graphics/promotional images need to be visually appealing

ADVERTISEMENTS

Advertisements are used in USA Field Hockey's quarterly publication, FHLife Magazine, as well as in event programs. Below are advertisement guidelines:

TWO PAGE SPREAD

BLEED SIZE 17" h x 11.1.25" w
TRIM SIZE 16.75" w x 10.875" h
LIVE AREA 1/4" from trim edge & spine

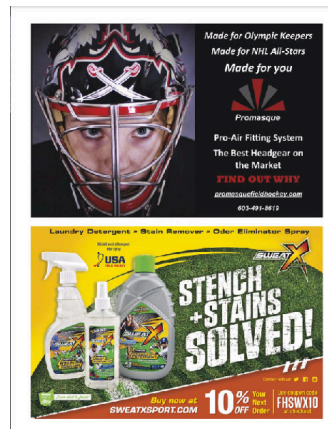


FULL-PAGE SPREAD

BLEED SIZE 8.625" w x 11.125" h
TRIM SIZE 8.375" w x 10.875" h
LIVE AREA 1/4" from trim edge & spine

HALF-PAGE SPREAD

BLEED SIZE No bleeds
TRIM SIZE 7.375" w x 4.875" h



FILE FORMAT JPEG, TIF, PDF, PNG
FILE SIZE 300dpi, CMYK
FONTS Outline fonts before saving
EMAIL TO nsalen@usafielddhockey.com
QUESTIONS (719) 866-4362

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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