



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 that goal, USA Field Hockey requests you review and follow the outlined information noted within this document.

Please direct related questions to our Communications Team:

Kait Mitchell, Communications and Marketing Manager, kmitchell@usafieldhockey.com, 719-866-4363

Teryn Brill, Communications and Marketing Coordinator, tbrill@usafieldhockey.com, 719-866-4374

VERBIAGE

Below are the correct abbreviations that are to be used when referring to entities within USA Field Hockey:

Coaching Education Program - always Coaching Education Program or CEP

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 National Indoor Team, U.S. Women's National Indoor Team 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 National Indoor Team, U.S. U-17/U-19/U-21 Women's National Indoor Team, U-17/U-19/U-21 Team USA or Junior Squad, never JINT

Junior National Teams - always U.S. U-17/U-19/U-21 Men's National Team, U.S. U-17/U-19/U-21 Women's National Team, U-17/U-19/U-21 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

Presidents' Day Showcase - always Presidents' Day Showcase or PDS, never Presidents Day Showcase

Red, White, Blue and YOU Clinics - always Red, White, Blue and YOU, Red, White, Blue & YOU or RWB&Y

RISE Instructional Clinics - always RISE Instructional Clinics or RISE Clinics

Summer Bash at the Beach - always Summer Bash at the Beach or Summer Bash

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

**** When an entity is used, each word of the entity should sit on the same line.**

PRESS RELEASES

Eblasts and/or website articles are USA Field Hockey’s main news outlet. These content formats are republished to our social media accounts, Facebook and Twitter. All content within a press release should reflect the appropriate verbiage mentioned on page 1. Press releases should be submitted to the Communications Department **one week** before publication date for review.

For outside sponsors or partners, content for press releases need to be submitted to **Katie Naughton** (knaughton@usafieldhockey.com) **one week prior** to the publication date. This will allow the Communications Department adequate time to review the content and send back edits.

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

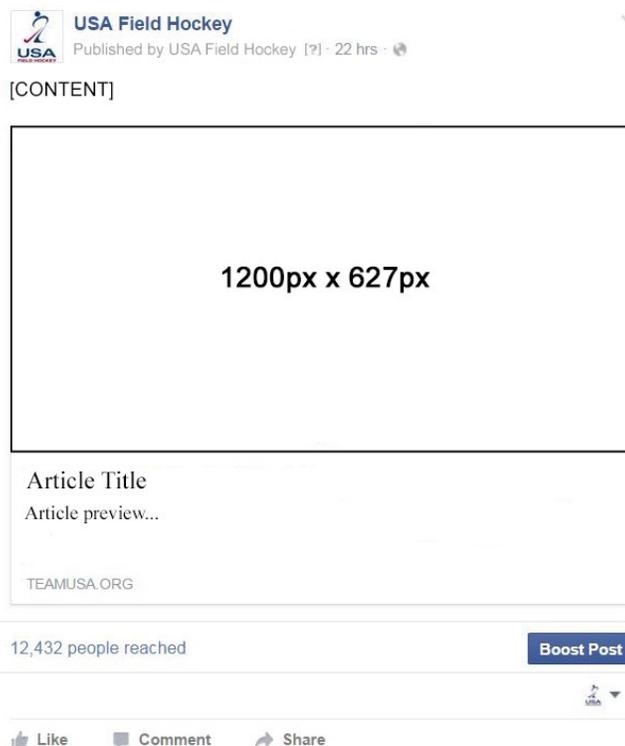
FACEBOOK

With more than 48,000 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 republished on Facebook.

To be visually appealing to fans or followers, images are included with content and web links. Most of the time, the web tiles from the press releases are used or the website image populates to Facebook.

Facebook image dimensions are **1200px x 627px**. Images should be submitted in JPEG format.

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



TWITTER

Another thoroughly used social media outlet is USA Field Hockey's Twitter which has more than 30,000 followers. As mentioned, press releases and website articles are often times republished on Twitter.

With a **140 character limit**, content published 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 link to an external press release or website. This character limit includes images linked to the post and external link. Bitly is used to condense the external link and track click through rates.

Twitter is also used during events as the fastest way to let the attending audience know of any issues or concerns.

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

Twitter image dimensions are **1024px x 512px**. Images should be submitted in JPEG format.



EBLASTS

Eblasts are used when USA Field Hockey Departments, sponsors or partners 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 **one week** before the scheduled Eblast 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** and be any length. Text Eblasts will be formatted to a 720px width.

Images that are incorporated into an HTML code need to be embedded into the HTML code and not required to sit on the host site.

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 magazine publication FHLife as well as in event programs. Below are the advertisement guidelines:

TWO PAGE SPREAD

- BLEED SIZE** 17" h x 11.125" w
- TRIM SIZE** 16.75" w x 10.875" h
- LIVE AREA** 1/4" from trim edge & spine



FULL-PAGE

- 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

- 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** knaughton@usafielddhockey.com
- QUESTIONS** (719) 866-4365

RECOMMENDATIONS

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

IMAGES

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

GRAPHICS/ADVERTISEMENTS

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

CONTENT

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

EBLAST SUBJECT LINE

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

TREVOR LOGO

- Trevor logo should never be dismantled or separated from the USA Field Hockey text. This is in accordance with the USA Field Hockey Logo Standards Manual and Application.