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**2017 Atlanta Track Club Ambassador Team**

**Social Media Best Practices**

**Atlanta Track Club Social Media Handles:**

Facebook @AtlantaTrackClub

Twitter @ATLtrackclub

Instagram @atlantatrackclub

Snapchat @atltrackclub

**Atlanta Track Club Social Media Goals:**

* Engage followers daily and make a personal experience for them.
* Spread our voice to those who may not know us (Likes, Shares, and Retweets).

**Atlanta Track Club Social Media Tone:**

* Sporty but not flashy
* Experienced but not authoritative
* Casual but not relaxed
* Passionate but not emotional
* Organized but not regimented
* Fun but not silly

**Ambassador Social Media Goals**:

* Connect Atlanta Track Club with the wider Atlanta running community.
* Provide another outlet for dispensing information.
* Grow the conversation about Atlanta Track Club.

**Ambassador Social Media Best Practices:**

* Represent Atlanta Track Club while training, at events, and on social media.
* Be a face of Atlanta Track Club, give the organization some personality.
* Showcase all of the events and programs that Atlanta Track Club offers.
* Be the eyes and ears of the organization - if you hear a question or concern that we need to address please let us know.
* Do not promote events that compete directly with Atlanta Track Club events.
* Be mindful of Atlanta Track Club partners/sponsorships.
* When possible, spell out “Atlanta Track Club.”

**Follow these guidelines:**

* Follow Atlanta Track Club on Facebook, Twitter, Instagram and Snapchat if you have them.
* Share/Retweet posts that are applicable & relevant to you and your role with the organization.
* ALWAYS represent Atlanta Track Club positively. Call or email us with constructive feedback, do not post it on the Internet.
* When posting about a race (ours or an outside race), tag Atlanta Track Club and #atlantatrackclub, and use the event hashtag (if available). We and our members want to see how you’re racing!
* When representing Atlanta Track Club on social media, do not associate our brand with any apparel/shoe brand other than Mizuno. If your post includes Mizuno apparel, tag @MizunoRunning or Mizuno Running North America.
* Keep it professional. No curse words, bad mouthing of other runners or events, etc.
* Always Atlanta Track Club, never ATC and rarely use “The”!

**General comments about social media to keep in mind, especially representing Atlanta Track Club:**

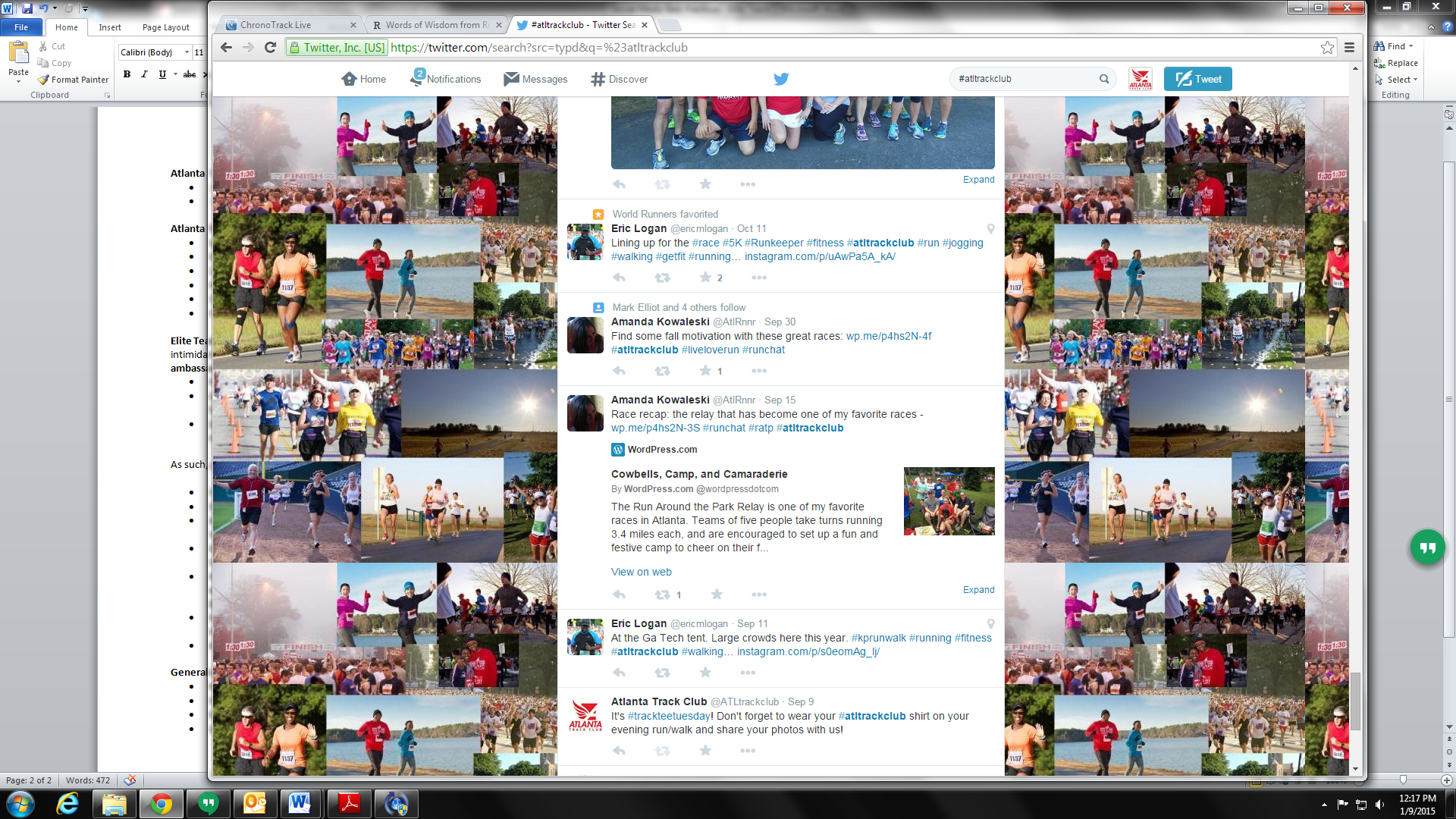
* Nothing is truly private … ever.  Content can be saved by other users.
* If you retweet or share it, you own it. If you tag Atlanta Track Club, then we own it.
* Every tweet reflects who you are. How will you represent yourself and us?
* Support each other, other participants, Atlanta Track Club, etc.

**Social Media Best Practices:**

* Posting photos or videos gets more shares, likes, and retweets.
* Asking a question gets people to interact with you more and creates a more “successful” post.

**Atlanta Track Club Social Media Content “Buckets” and example posts:** We have 7 “buckets” that most of our posts fall under. Below are some good examples that members have sent us.

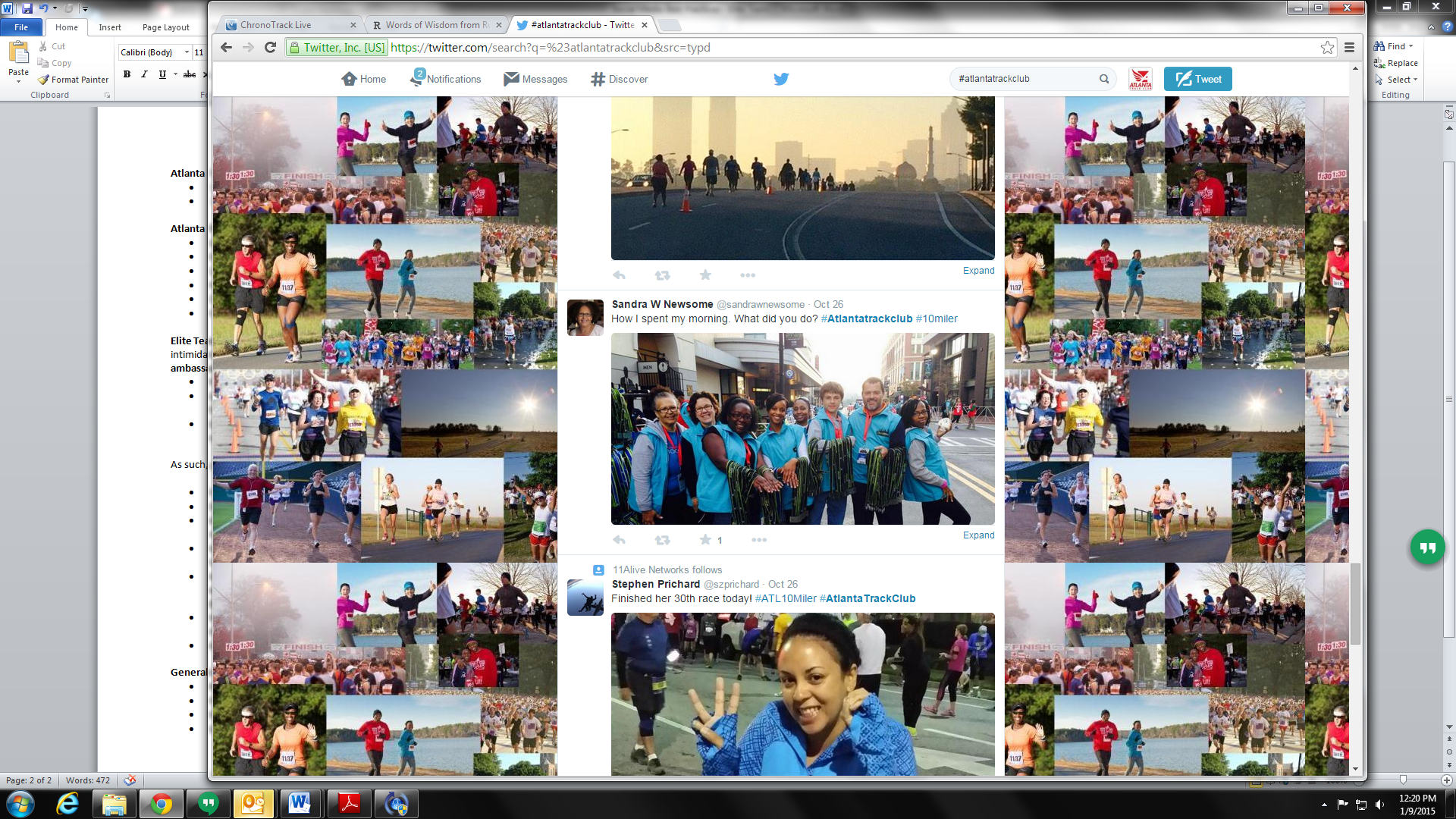
* Upcoming Events/Programs:



* Membership Benefits/Spotlights
* Community/History:
* Inspiration:



* Overall Health/Fitness:
* Give Back:



* **#trackteetuesday**: Every Tuesday, we encourage followers to post pictures of themselves in their Atlanta Track Club shirts. Tag #trackteetuesday. It’s a great way to share pictures from wherever you’re racing or training that week.



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| **Events** | **Hashtags** | **Helpful tags** |  |  |
|  |  | Facebook | Twitter | Instagram |
| Resolution Run | #resolutionrun |  |  |  |
| Annual Member Social | #suitsandsinglets |  |  |  |
| Peachtree City 8K & 15K | #atltrackclub |  |  |  |
| Atlanta Hawks Fast Break 5K | #fastbreak5k | @Hawks | @atlhawks | @atlhawks |
| Hearts & Soles 5K | #heartsandsoles5k |  |  |  |
| Publix Georgia Marathon & Half | #gamarathon | @publix | @publix | @publix |
| Atlanta Women's 5K | #atlantawomens5k |  |  |  |
| Singleton 5K & 10K | #atltrackclub |  |  |  |
| Blue Cross Blue Shielf of Georgia Peachtree Jr. | #peachtreejunior |  |  |  |
| All-Comers Track & Field Meet | #allcomeres |  |  |  |
| Braves Country 5K | #bravescountry5k | @braves | @braves | @braves |
| AJC Peachtree Road Race | #ajcprr | @AJC | @ajc | @ajc |
| Decatur DeKalb 4 Miler | #dekalb4miler |  |  |  |
| Tailgate 5K presented by Georgia’s Own Credit Union | #tailgate5k |  |  |  |
| Atlanta 's Finest 5K | #atlantasfinest5k |  |  |  |
| Rise Up and Run 5K/Walk Like MADD | #riseupandrun | @AtlantaFalcons | @atlantafalcons | @atlantafalcons |
| Wingfoot XC Classic | #wingfootxc |  |  |  |
| PNC Atlanta 10 Miler & 5K | #atl10miler |  |  |  |
| Thanksgiving Day Half Marathon & 5K | #thanksgivinghalf |  |  |  |
| Grand Prix Finale & Volunteer Awards Banquet | #grandprix |  |  |  |
| Kilometer Kids | #kilometerkids |  |  |  |
|  |  |  |  |  |
| **Other Common Hashtags** |  |  |  |  |
| #weareatlantatrackclub |  |  |  |  |
| #atltrackclub |  |  |  |  |
| #trackteetuesday |  |  |  |  |

**\*Subject to change**