

Game on Philly! Digital Media Guide

Thank you for your interest in promoting #GameOnPhilly on social media and email. We are on a mission to ensure that every kid in the city has access to sports programs, and we can't do it alone.

That is where YOU come in. By sharing information about Game On Philly! on social media, email, and face to face conversations, you are helping us get the word out about this important initiative.

Here are four simple steps you can take today to help us.

Step 1: Please follow the PYSC social media accounts (@PhilaYouthSport) listed below if you don't already.



<https://www.facebook.com/philayouthsport/>



<https://www.instagram.com/PhilaYouthSport/>

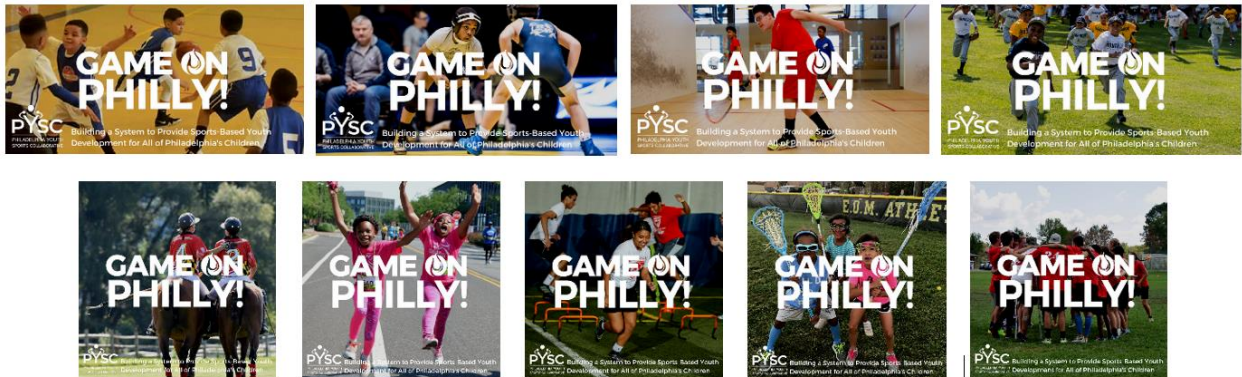


<https://twitter.com/PhilaYouthSport>

Step 2: [Click Here](#) to join our mailing list for updates from Game On Philly!

Step 3: Share information about Game On Philly! using our images and suggested content.

[Click to view and download available images from Google drive](#)



Step 4: Donate to PYSC for your chance at the biggest and best Philadelphia sports sweepstakes ever. PYSC has partnered with the Eagles, Flyers, Union, Phillies, and Sixers to give away a ton of amazing prizes. All you have to do is make a small donation over at our Prizeo page for your chance to win. PYSC's Prizeo campaign will be available at gameonphilly.com starting June 27th.

Formula for creating Game On Philly! social posts and emails

When sharing information on Game On Philly!, make sure you incorporate the following information.

1. **Begin with key details (date, what it is):** Game On Philly! is a new 5-year initiative from Philadelphia Youth Sports Collaborative (PYSC) that aims to increase the number of young people participating in city sports programs.

2. **Describe the benefit:** Youth sports participation provides numerous benefits. Kids that are active are healthier, less prone to delinquency and boredom. A background in sports provides kids with discipline, teamwork and valuable goal-setting training.
3. **Link:** For more information, visit gameonphilly.com
4. **Hashtags** (up to 2 on Twitter, 1 on Facebook, and up to 12 on Instagram): Always use the **#GameOnPhilly** hashtag with every post. Other popular hashtags you can use to boost posts include: #Letsgo #Teamwork #YouthSports #GetInvolved #Nonprofit #Inspire #Gym #Educate #Kids #Education #afterschool
5. **Appeal to Share** (optional but recommended): Ask that the post or email be shared with as many people as possible.

Sample Social Media Posts

Important: Please customize all social media posts below. Don't cut and paste. Posting the same message on multiple accounts can cause your account to be misreported as spam. Learn more about this policy [here](#).

TWITTER

PYSC Pinned Tweet you should retweet this– On June 27th we are launching Game On Philly!, a new 5-year initiative that aims to give every child in the city access to sports. Visit gameonphilly.com to learn more. #GameOnPhilly #YouthSports

Option 1: Get involved! Join us as we work to support youth sports in Philly. gameonphilly.com #GameOnPhilly #Inspire

Option 2: Together we can expand access to youth sports in Philadelphia. Learn how at gameonphilly.com #GameOnPhilly #GetInvolved

Option 3: Game On Philly! Support us in creating a future where city kids can experience the life changing benefits that come from sports. Learn more at gameonphilly.com #GameOnPhilly #Teamwork

Option 4: Don't miss your chance at the biggest and best Philadelphia sports sweepstakes ever by supporting youth sports. Donate to @PhilaYouthSport today: gameonphilly.com

Twitter Tips:

- ✓ Keep it short and sweet
- ✓ Is there a youth sports story in the news? Tie that in to your post on Game On Philly! Topical posts do well on Twitter.
- ✓ Use the images we provide here to spice up your posts (Fun fact: Twitter posts with images [get shared more](#) than ones without images).

FACEBOOK

PYSC Pinned Post [you should share this](#)– Every child in Philly deserves access to sports. On June 27th we are meeting with Mayor Kenney and other city leaders for the official launch of Game on Philly!, a new 5-year initiative that aims to give every child in this city access to the life-changing benefits of sports. Visit gameonphilly.com to RSVP #GameOnPhilly

Option 1: Get involved! Join us to support youth sports in Philly. We believe that this city can be a leader in using sports to fuel youth development and excellence. Learn how you can help at gameonphilly.com #GameOnPhilly

Option 2: Together we can expand access to youth sports in Philadelphia with Game On Philly!, a new campaign aimed at giving every kid a chance to use sports to improve their lives. Do you have a passion for sports and/or youth development? We can connect you with organizations right in your community. Learn how: gameonphilly.com #GameOnPhilly

Option 3: Help us create a future where every kid in the city can transform their lives through sports. The research is clear: children that have access to sports are healthier, they do better in school, and they have opportunities to expand their world. Learn how Game On Philly! is on a mission to give all of our kids access to sports at gameonphilly.com #GameOnPhilly

Facebook Tips:

- ✓ Tag PYSC's Facebook Page when posting to boost awareness.
- ✓ Lead with quality. Facebook is not a fan of "fake news" or spammy posts. Share information like you would with your best friend.
- ✓ Just like Twitter, Facebook posts perform better when an image or video is attached. [Click here](#) for some great images to share on Facebook.

INSTAGRAM

Option 1: Join the @Sixers @PhiladelphiaEagles @PhilaUnion @PhiladelphiaFlyers and @Phillies for #GameOnPhilly, a new campaign to bring sports to every kid in the city! For more information, click the link in the bio. #Inspire #sports #leagues #children #youthsports

Option 2: Philadelphia's 345,000 school-age children all deserve access to sports programs. Together we can make that a reality. Learn how by clicking the link in the bio. #GameOnPhilly #GetInvolved #childrenfirst #kidsfirst #youthsports

Option 3: Game On Philly! Kids that play sports are healthier, disciplined and ready to face challenges and adversity. Learn how you get Philly kids in the game. #GameOnPhilly #Teamwork

Option 4: "From the third grade, I knew that I wanted to play in the NFL. It's pretty cool to see the dream about to come to fruition, but it's just a starting point." - @cj_wentz11. Just like Carson, there are kids in this city that have dreams of sports stardom. @PhilaYouthSport is launching a new campaign called #GameOnPhilly that aims to give every kid a chance to play sports. Learn more by visiting the link in the bio.

Instagram Tips:

- ✓ Don't use URLs in your Instagram posts. If you can, add gameonphilly.com to your bio and include reference this in your post (ie Clink link in bio).

GameOnPhilly.com

- ✓ Use Instagram Stories in creative ways. With Instagram Stories you can combine images, video, text, and audio in exciting ways.
- ✓ Don't post too much.

Posting Schedule

As a general rule, the frequency of social media posts will increase as the launch date (June 27th) draws near. Since we are so close to the launch, please post about PYSC every day.

After the launch, we recommend weekly posts on each social media account you use to build momentum for Game On Philly!

Not sure when to post? Here are some suggestions based on industry research.

Twitter: Lunchtime Monday through Friday and Saturday mornings are the optimal days and times to post on Twitter.

Facebook: Avoid early mornings and evenings. Wednesdays between 12-2 and all-day Thursday are the optimal days and times for Facebook

Instagram: Friday mornings and Thursdays are great days to post

Sample Emails

Email #1 (for one to one communications)

Hey _____

I'm proud to partner with the Philadelphia Youth Sports Collaborative (PYSC) in its mission to improve the ability of youth organizations to provide sports-based programming to children throughout the city. As part of its mission, PYSC has launched [Game On Philly!](#), a multi-year citywide campaign that brings together a coalition of partners from city government, the school district, professional sports, after-school groups, and public health advocates.

In honor of Game On Philly's official launch, PYSC has partnered with Prizeo to create the biggest and best Philadelphia sports sweepstakes ever, which will be listed at [gameonphilly.com](#) starting June 27th. Donors get a chance at winning amazing prizes, including VIP experiences with the 76ers, Eagles, Union, and Phillies, and autographed gear from these teams.

This is a great opportunity to do something good for Philly's kids and possibly win a once in a lifetime prize.

Hope you will join me in supporting Game On Philly!

Email #2 (for official emails from orgs and partners)

Dear _____:

[Insert Name of Organization] has partnered with Philadelphia Youth Sports Collaborative for their new multi-year campaign Game On Philly!, which aims to increase the number of children who participate in sports-based youth development (SBYD). The campaign itself is based on a recently published report by PYSC's task force that discusses in depth how Game On Philly! aims to increase youth participation in sports. The full report will be available at [gameonphilly.com](#) on June 27th.

The research is clear. Kids who participate in sports receive numerous long-term benefits, including:

[GameOnPhilly.com](#)

- Healthier lifestyles than their peers who do not get the recommended levels of physical activity
- Decreased incidents of risky behaviors
- More engaged in school with better grades and attendance
- Increased likelihood of graduation, which in turn increases opportunities in adulthood and positively impacts social mobility

As an organization based in the Philadelphia region, we are committed to improving the outcomes of all children. SBYD is one of the key ways we can give our kids limitless opportunities.

We hope you will join [organization] in supporting Game On Philly! Visit gameonphilly.com to download promotional materials and messages.

Sincerely,