

# Silent Support Weekend



## Asset Guidance

This will provide you with everything you need to make your Silent Support delivery a success!

These are promotional resources for you to use and share with your teams.

**Within this pack you will find the following:**

- Guidance Doc
- Coaching Ideas
- 1 x Whatsapp Asset
- 8 x Social Assets (1x1)
- Social Assets Copy
- 2 x Posters
- Email copy to send to your teams

Please download and save all assets to your computer. Please add assets to your social media channels.

Thank you so much for taking part,

Nathan Batchelor

National Leagues Services Manager

## How to amend the editable Posters/ Social Media Assets

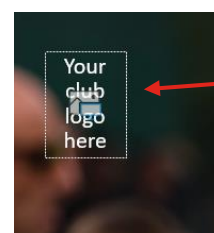
**Step one:** Open the PowerPoint document.

**Step two:** On the poster/social media asset you want to amend there is an images logo on the top left-hand side. Click on this to add your club logo.

**Step three:** Once you have added your logo click on 'File' in the top left corner of PowerPoint.

**Step four:** Click on export tab on the left side.

**Step five:** Select 'Change file type'. You can choose PNG or JPEG. Press 'Save as' to rename the file, saving it where you can access the file easily for social media or to print as a poster.



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## How to upload to social media

The next few pages run through a how-to guide for the three main social media channels and feel free to post the assets and copy on any of your channels, and any that we haven't highlighted too.

### How to upload content to:



## Facebook

By following these steps, you can create and post on Facebook quickly.



Ready when you are  
Transfer supported to compatible devices

**1.** Download the asset pack to your computer or phone.



**2.** If using your computer, log into Facebook and click the Photo/video icon. If using your phone, click the '+' icon, select post and click the Photo/video icon.



**3.** Find the image or video you're looking for, select it and click 'done'.



**5.** Don't forget the hashtags and the spell checks! You can tag relevant people or club pages too.

**4.** You can find relevant copy in the social plan to use in your post. Just copy and paste it into the 'What's on your mind?' box. Or write your own content.



**6.** Once you're happy, it's time to upload. Click 'Post'.

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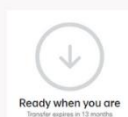


## How to upload content to:



## X (Twitter)

By following these steps, you can create and post on X quickly.



1. Download the asset pack to your computer or phone.



2. If using your computer, log into X and select the blue 'post' icon or click in the 'What's happening?!' box. If using your phone, select the blue '+' icon.



3. This will open a box with icons at the bottom. Select the 'Media' icon.



4. Find the image you're looking for, this can be a static image, multiple images in one post or a video. Select it and click 'Open', or 'Add' if posting from your phone.

5. You can find relevant copy in the social plan to use in your post. Just copy and paste it into the 'What's happening?!' box. Or write your own content.



6. Don't forget the hashtags and spell checks! Make sure your post fits the word count too.



7. Once you're happy, it's time to upload. Click 'Post'.



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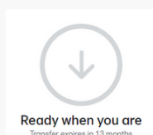


How to upload content to:



## Instagram

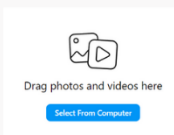
By following these steps, you can create and post on Instagram quickly.



1. Download the asset pack to your computer or phone.

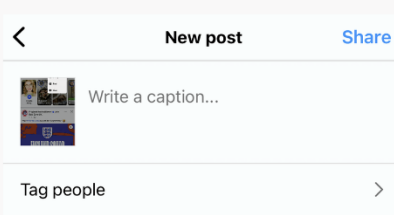


2. Log into Instagram and click the '+' icon.



3. Find the image or video you're looking for and select it. You can use the arrows in the bottom left to make sure it fits. Click next.

4. You can find relevant copy in the social plan to use in your post. Just copy and paste it into the 'Write a caption...' box. Or write your own content.



5. Don't forget the hashtags and the spell checks! You can tag relevant people or club pages too.

Share

6. Once you're happy, it's time to upload. Click 'Share'.

**Stories: Once you have posted the image/ GIF/ video to your social media, you can further promote the post in your stories. To do this:**

1. Go to the post
2. Click on the paper aeroplane icon
3. Select 'add post to your story'
4. You can add any additional text, use the stickers etc.
5. Once you're happy with how it looks press 'send to'
6. Click on 'Share' next to 'your story'.