YVB TWITTER GUIDELINES

Here are a few guidelines as you run our twitter account for our program:

Please do not:

* Tweet individual stat leaders after matches
* Retweet any tweets parents or others make about individual players
* Emphasize one player’s accomplishments over another
	+ This can be done by what is/isn’t tweeted or also can be done more subtly through words used, emojis used, or punctuation used
	+ When highlighting a player’s (or former player’s) accomplishments, please do them all the same (regardless of your personal feelings/opinions about said player)

Please DO:

* Tweet scores throughout the match and final scores
	+ Tag IHSAA, IHSVCA, STAR PRESS and WLBC
* Tweet individual accomplishments players earn throughout the year
	+ 1000 kills/digs/assists (or 2000, etc)
	+ All-County, All-Conference, All-District, All-State
	+ Player college commitments
* Retweet anything from Yorktown Athletics
* Retweet any former player’s college weekly accolades or end of season honors

Remember, this account is a representation of our entire program and any tweet or retweet should be done with this in mind. I would like anything we do to be done with the I’M THIRD mentality.

Thank you!