



ACTION BULLETIN

Bulletin #: A-2023-003

Date: April 18, 2023

To: Minor Associations
Men's and Women's Associations and Teams

From: Barry Petrachenko
Executive Director

Copies: District Coordinators
Lavaughn Larson, Minor Director
Al Groff, MaW Director
Bobbie Joe Delorme, Chair – Slo Pitch Work Group

Subject: Social Media Point Person

We all realize that our social media platforms are an excellent tool in raising awareness for our incredible sport, and in building our #Softball BC community. That is why we are asking all teams to be mindful of their social media presence and to make the most out of their team's social media accounts.

Our @softball_b_c platforms have grown exponentially in the past eight months and we want to leverage this growth to help you share your stories, your tips, your teamwork and your love of the game. This season, we will be highlighting team, athletes, coaches and volunteers based on social media activity, because we know that this is a great way to build team camaraderie and sense of involvement.

We are asking that each team designate a "Social Media Point Person". This person will be responsible for taking photos, taking video, creating reels and posting to your social platforms. They will also be provided guidance and information from Softball BC to assist them in the role.

In order to join and grow our community, please encourage your member teams to implement the following steps:

- Designate a Social Media Point Person (SMPP) from each team (manager, volunteer parent, etc.)
- Have your SMPP complete the form below to provide their contact information and your social media links (facebook, instagram, tiktok). [Team Social Media Point Person Contact Info](#)
- Start posting and tagging us on social! (Remember to tag @softball_b_c in the post and we'll be sure the posts are shared to our stories)

Thank you for your attention to this information. If you have any questions, please contact Terri Boizard at tboizard@softball.bc.ca.

