

Local League Branding – Social Media

How Can Social Media Templates Help?

Social media platforms are some of the best ways for local leagues/districts to communicate to their volunteers, families, and communities. By using the templates provided, in addition to photos or videos taken at your own league/district, League and District Officials can easily communicate information and drive community members to their website for important information such as registration and volunteer information.

How Can I Use These?

Once downloaded, these assets may be used on your local league's social media channels to help provide engaging content, direct your audience to important information, and celebrate the Little League story. Within this folder, you will find three sets of social media graphics to help, depending on your league/district's offerings:

- 1) **General:** These are to be used to generally promote your league as an opportunity within the community, encouraging families to register or sign up to be a local league volunteer within your program.
- 2) **Girls with Game:** These are to be used to promote the Little League Girls with Game Initiative, which is committed to honoring the girls and women who make the Little League program what it is today. While celebrated all year round, the Girls with Game Initiative is heavily promoted in March as part of Women's History Month, and local leagues/districts are encouraged to join the celebration by posting these on their own social media channels. Learn more at LittleLeague.org/GirlsWithGame.
- 3) **Mission Statement:** To be used at any time, these Mission Statement graphics help your league show why Little League is important within your community.

Logo Usage

Little League is one of the most widely recognized organizations in all of sports and youth activities, and our official local districts and leagues that affiliate annually with Little League International are permitted to use the Little League trademarks in connection with authorized activities. The parameters for any such use of trademarks is detailed in in Little League's Official Regulations, Playing Rules, and Operating Policies, and on LittleLeague.org. This permission, which is only in effect while the league remains chartered, includes the right to use the Little League trademarks as part of the local league name and to use designated marks and Little League Emblems in conjunction with that name. While permitted for use, those marks may not be edited or altered in any way and must follow the logo usage guidelines provided. **NOTE:** The logos used in the templates provided are not permitted to be altered in any way or reused, repurposed, or redistributed in any other capacity.

If there is an asset or template you think your league/district would need to help market to the families in your community, please email Branding@LittleLeague.org for consideration.