

# Social Media Guidelines

Social media is an essential tool for National Judo Federations to enhance visibility, engage with their community and promote their sport. This guide will help you set up and manage your social media accounts effectively to showcase your athletes, events and achievements while building a strong online presence.

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## Setting up Media Accounts

For a National Judo Federation, having the right social media platforms is key. We recommend starting with the following accounts:

Social Media	
Instagram	Visual storytelling through photos, videos and reels
Facebook	Event promotions, news, community engagement and longer posts
Twitter/X	Quick updates, live event coverage and news
YouTube	Highlights, interviews, tutorials and long-form videos
TikTok	Fun, engaging, trendy and creative short videos for a younger audience

**TIP: Make all of your social media handles easy to find and the same across all channels** Example: FranceJudo

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## Posting Frequency

Consistency is critical. Here is a suggested posting schedule:

Media Type	Quantity
Instagram/Facebook	4-5 times per week
Twitter/X	Daily Updates
YouTube	1-2 Videos per month
TikTok	2-3 posts per week

### Consistency Over Quantity:

**Stay Active:** Post **at least once every 24 hours** to stay in your followers' feeds consistently. This keeps your Story at the front of the Story reel.

**TIP:** Schedule Posts during your audience's most active hours. Use Instagram Insights to identify these times.

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## What To Post

A diverse content strategy will keep your audience engaged. Focus on the following:

Event Results & Competition Highlights	<i>Share timely updates on competitions , behind the scenes content, interviews</i>
Community Engagement	<i>showcase grassroots judo, dojo/club activities, and outreach events.</i>
Coaches and Referees	<i>Celebrate their contributions</i>
News and Events	<i>Announce upcoming competitions, camps, team selections and special events</i>
Social Media Trends	<i>Participate in trending challenges or viral content to connect with a broader audience</i>
Collaboration with Athletes	<i>Work with athletes to share their journey</i>

*Important to Note*

Prioritise Collaboration with:

1. **National Olympic Committee (NOC):** Work closely with your NOC to align with national sports strategies, access resources and leverage their networks for broader visibility.
2. **Engage Local Sports Channels:** Build relationships with local TV and digital sports platforms to ensure events, athlete stories and initiatives receive media coverage as well as reach a wider audience outside of the judo scope.

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## Importance of Consistent Branding

Maintaining a consistent visual identity is essential for building brand recognition. To achieve this:

- Use a **brand logo** prominently in posts and videos.
- Create a **brand template** for graphics to ensure a cohesive look across all platforms.
- Use **consistent colors and fonts** that align with your federation's identity.
- **CANVA** is an excellent application for designing graphics, offering customisable templates and easy-to-use tools.
- Useful applications for creating social media content include:
  - **CapCut:** For video editing and adding professional effects.
  - **InShot:** For simple and quick video editing.
  - **Adobe Express:** For advanced graphic and video creation.
- Always include **subtitles** on videos to improve accessibility and engagement.



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## Content Formats That Work

To maximise engagement focus on:

**Reels:** Short, dynamic videos ( training clips, competition highlights)

**Photos:** high-quality images from events, athlete portraits, action shots, graphics

**Carousels:** Multiple images or graphics to tell a story

**Stories:** (temporary content) creates urgency and encourages interaction with polls, Q&A's, share links, live updates

A strong social media presence provides:

- **Increased Visibility:** Reach a global audience and grow interest in judo.
- **Sponsorship Opportunities:** Attract sponsors by showcasing your reach and engagement.
- **Community Building:** Foster connections with athletes, fans and supporters.
- **Event Promotion:** Boost attendance and visibility for tournaments and activities.
- **Brand Growth:** Strengthen the identity and credibility of your federation.

For personalised social media consulting or further questions, feel free to contact:

**Hannah Martin**

EJU Social Media Manager

**Email:** [Hannah.martin@eju.net](mailto:Hannah.martin@eju.net)