



---


**THIS IS** *US*


---

# 2023 TOOLKIT


## VOLUNTEER RECRUITMENT




ASSET	DESCRIPTION
<p><b>Social Media Tile</b> (1080x1080)</p> 	<p>Link to assets: <a href="https://afl.box.com/s/ovyr0tn8spough5jqv3nkpazn903v6p9">https://afl.box.com/s/ovyr0tn8spough5jqv3nkpazn903v6p9</a></p> <p>Static and GIF options for social media tiles are available to post on state and regional Facebook and Instagram accounts. These can be used to promote expressions of interest in becoming a volunteer, educating people on the many roles that are available, the many great reasons to become a volunteer.</p> <p>It is recommended that a caption, such as the below suggested copy, be posted with the tile, along with the hashtag #ThisIsUs to align with the Game Development Community Campaign and increase exposure of the post.</p> <p><b>Suggested copy:</b> Local footy clubs are run by volunteers &amp; need more help - whether that's one hour or 100 hours. Head to <a href="https://play.afl/clubhelp">play.afl/clubhelp</a> to find your local club and be a part of this great game.</p> <p>Friendships, fun and fulfilment are just some of the reasons our Community Footy Volunteers come back each week. Visit <a href="https://play.afl">play.afl</a> to find out more about connecting with people at your local club.</p>
<p><b>Social Media Story</b> (1080x1920)</p> 	<p>Link to assets: <a href="https://afl.box.com/s/dqop2qoqq4q375k7rqqn6mtay804q68">https://afl.box.com/s/dqop2qoqq4q375k7rqqn6mtay804q68</a></p> <p>Static and GIF options for social media tiles are available to post on state and regional Facebook and Instagram accounts. These can be used to promote volunteering in NAB AFL Auskick, Junior, Youth and Senior Community Football.</p> <p>It is recommended that a link sticker is added to each social media story directing clicks to <a href="https://play.afl/clubhelp">play.afl/clubhelp</a>.</p>
<p><b>Website Assets</b> (300x250) (728x90) (300x600) (320x100) (468x60) (1200x628) (1200x1200)</p>	<p>Link to assets: <a href="https://afl.box.com/s/1ch7ip9929aotdq57oeuj2s6tyu49gqh">https://afl.box.com/s/1ch7ip9929aotdq57oeuj2s6tyu49gqh</a> <a href="https://afl.box.com/s/wx4a20vb64s7iy2o11g5i57pe4i6avth">https://afl.box.com/s/wx4a20vb64s7iy2o11g5i57pe4i6avth</a> <a href="https://afl.box.com/s/rdcz3dlxxj6csigsmyw1drqwzr38gea7">https://afl.box.com/s/rdcz3dlxxj6csigsmyw1drqwzr38gea7</a> <a href="https://afl.box.com/s/gffnp080f8ispyqrfrqghoawz8xhyh6">https://afl.box.com/s/gffnp080f8ispyqrfrqghoawz8xhyh6</a> <a href="https://afl.box.com/s/esvgf4g5uf76lmnb15q0rbqpva63egyx">https://afl.box.com/s/esvgf4g5uf76lmnb15q0rbqpva63egyx</a> <a href="https://afl.box.com/s/6sq54a3x1otp89m9f3k20jibhduz95nr">https://afl.box.com/s/6sq54a3x1otp89m9f3k20jibhduz95nr</a></p>
	<p>Website assets in a wide variety of sizes are available to post on state and regional websites. These can be used to promote NAB AFL Auskick, Junior, Youth and Senior Community Football.</p> <p>It is recommended that these website assets are linked to the <a href="https://play.afl/clubhelp">play.afl/clubhelp</a> website when posted.</p>

<p><b>Flyers</b> (A5 – print / press and digital) (A4 – print / press and digital)</p>	<p>Link to assets: A5: <a href="https://afl.box.com/s/88jflpo4g9dpzq1wvu1r34878frvm7q">https://afl.box.com/s/88jflpo4g9dpzq1wvu1r34878frvm7q</a> A4: <a href="https://afl.box.com/s/oq1d53j6wzhl7epq9m3c3woqzh4vkh7l">https://afl.box.com/s/oq1d53j6wzhl7epq9m3c3woqzh4vkh7l</a></p>
	<p>Flyers in both A4 and A5 sizes and digital and print versions are available for state and regional use. These can be used to promote volunteering in NAB AFL Auskick, Junior, Youth and Senior Community Football.</p>

## CANVA TEMPLATES

ASSET	DESCRIPTION
<p><b>Social Media Tile</b> (1080x1080)</p>	<p>Canva link: <a href="https://www.canva.com/design/DAFUtGj0lhk/Siwx5aNZAFMRnGtJ5tikKg/view?utm_content=DAFUtGj0lhk&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview">https://www.canva.com/design/DAFUtGj0lhk/Siwx5aNZAFMRnGtJ5tikKg/view?utm_content=DAFUtGj0lhk&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview</a></p>
	<p>Editable social media tiles are available to post on state and regional Facebook and Instagram accounts. Users will be able to drop in and out their own image by using the link above. These can be used to promote volunteering in NAB AFL Auskick, Junior, Youth and Senior Community Football.</p> <p>It is recommended that a caption, such as the below suggested copy, be posted with the tile, along with the hashtag #ThisIsUs to align with the Game Development Community Campaign and increase exposure of the post.</p> <p>Suggested copy: Local footy clubs are run by volunteers &amp; need more help - whether that's one hour or 100 hours. Head to play.afl to find your local club and be a part of this great game.</p> <p>Friendships, fun and fulfilment are just some of the reasons our Community Footy Volunteers come back each week. Visit play.afl/clubhelp to find out more about connecting with people at your local club.</p>

<p><b>Social Media Story</b> (1080x1920)</p>	<p>Canva link: <a href="https://www.canva.com/design/DAFUfQyqxo/Ks8wDrvlrAmaV8rEf_ngKA/view?utm_content=DAFUfQyqxo&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview">https://www.canva.com/design/DAFUfQyqxo/Ks8wDrvlrAmaV8rEf_ngKA/view?utm_content=DAFUfQyqxo&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview</a></p>
	<p>Editable social media tiles are available to post on state and regional Facebook and Instagram accounts. Users will be able to drop in and out their own image by using the link above. These can be used to promote volunteering in NAB AFL Auskick, Junior, Youth and Senior Community Football.</p> <p>It is recommended that a link sticker is added to each social media story directing clicks to play.afl/clubhelp.</p>
<p><b>Flyers</b> (A5) (A4)</p>	<p>Canva link: A5:<a href="https://www.canva.com/design/DAFUta0etGs/49dOKrX9WoQmcOlr_9zizQ/view?utm_content=DAFUta0etGs&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview">https://www.canva.com/design/DAFUta0etGs/49dOKrX9WoQmcOlr_9zizQ/view?utm_content=DAFUta0etGs&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview</a> A4:<a href="https://www.canva.com/design/DAFUtQqpNas/SC5ftpXXWpV_NsvXs3QXxw/view?utm_content=DAFUtQqpNas&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview">https://www.canva.com/design/DAFUtQqpNas/SC5ftpXXWpV_NsvXs3QXxw/view?utm_content=DAFUtQqpNas&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview</a></p>
	<p>Flyers in both A4 and A5 sizes and digital and print versions are available for state and regional use. Users will be able to drop in and out their own image, as well as add in text by using the link above. These can be used to promote volunteering in NAB AFL Auskick, Junior, Youth and Senior Community Football.</p>