



# COMMUNITY COACH PROMOTIONAL TOOLKIT



# OVERVIEW

Without coaches, there would be no game. So we appreciate anyone, at any level, looking to lead a team. Promotional assets can inform and encourage audiences to connect with their local club and contribute to the 2024 season.

This toolkit is designed to provide a range of marketing assets and editable templates that you can use to promote coaching at a local level.

## AUDIENCE SPECIFIC PROMOTION

Understanding your audience and talking to them specifically is key to cutting through in market. You should ensure:

- Images reflect the community. Can the community imagine themselves in the scene?
- Copy speaks to the audience. Does the message resonate with them?

See below specific copy to support prospective coaches across your community.

The Canva templates are a great way to update imagery to ensure it highlights each audience.

Audience/Roles	Message
Women and Girls Coaches	<p>The Women and Girl's space in our game is growing, but for every player is the need for empowering strong role models.</p> <p>Representation is key to creating inclusive environments. Be part of the change for all women and girls in your community and coach a team in the 2024 season.</p>
Past game contributors	<p>It's never too late to get back into the game. Coaches are the core of the footy community, are you ready to lead a team in 2024?</p>
Ex Players	<p>Stay connected to our great game Your weekend footy routine doesn't have to end</p>
General Public	<p>You don't need to be an expert to be a coach. Some of the greatest teams have come from strong leadership</p> <p>Coaching means so much more than winning. It's about developing athletes and championing good character.</p> <p>It's never been easier to become a coach. The first step is taking a Foundation Coaching course, which is available online and suitable for all levels.</p>

## EDITABLE ASSETS (CANVA TEMPLATES)

Canva is a great tool to allow you to update information and imagery that is better suited to your audience. The following toolkit provides links to editable templates in Canva for flyer and social media assets. Canva will include some locked features that cannot be changed, but will also include editable fields to include program specific images, club logos and additional information. Click on the 'EDITABLE TEMPLATE HERE' button next to each asset to view the Canva templates.

[CANVA TUTORIAL HERE](#)

# SOCIAL MEDIA

Social media is a great way to reach a large range people, both current followers and new audiences.

From sharing videos and tagging other accounts to linking through to a website, social media is a strong tool in communicating a message a directing the audience where you want them to go.

Social media tiles are available to post on both Facebook and Instagram accounts. These can be used to promote expressions of interest in becoming a coach, especially encouraging those who think they don't know enough about AFL to coach - that anyone at any level can be a leader.

Including any additional or specific information text in your caption, rather than on the images drives stronger engagement.



## Social Media Tile (1080x1080)

Include any additional text in your post rather than on these images for better engagement.

Suggested copy:

"You don't need to be an expert to be a coach. Some of the greatest teams have come from strong leadership"  
"Coaching means so much more than winning. It's about developing athletes and championing good character."  
Sign up for the 2024 footy season at [play.afl/coach](https://play.afl/coach)."

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)



## Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to PLAY.AFL.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)

## Diversity and inclusion imagery

Our great game is for everyone, and it's important the images of our programs and participants reflect this.

You can access a range of images below to utilise when showcasing or targeting programs to people with disability, Aboriginal and Torres Strait Islanders and culturally diverse people.

[DOWNLOAD D&I IMAGES HERE](#)

# FLYERS

Flyers are used to share information with the audience and allow them to take that information home to read when they are ready. Flyers can be distributed at community events, and opportunities where there will be heavy foot traffic. Flyers should look to include an engaging image, program or event specific information and end with a call to action. For example, scan the QR code to learn more.

QR codes should be generated using Bitly. By using Bitly, you will be able to track how many scans your QR code has had, and therefore measure or determine the success of the flyer and whether it was useful for advertising that specific event/program. Once signed up to Bitly, simply copy and paste your link [here](#) to generate the trackable QR code, then use the editable template button below to add the QR code to your flyer.



## Flyer (A4)

Digital and print versions are available for state and regional use.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)

# ADDITIONAL DIGITAL ASSETS

Assets in a wide variety of sizes are available for use across digital platforms.

It is recommended that these website assets are linked to the PLAY.AFL/COACH website when posted.



## Digital Assets

- (300x250) MREC
- (728x90) Leaderboard
- (600x300) eDM header and newsletter banner
- (1200x628) Facebook Cover Photo

It is recommended that the banner link is directing clicks to PLAY.AFL/COACH

[DOWNLOAD HERE](#)