GUIDANCE FOR SPORTS ASSOCIATIONS WISHING TO SET UP A WEB PAGE ON THE RAF SPORTS FEDERATION WEBSITE

The facility for RAF Sports Associations to have a web page hosted on the RAF Sports Federation website is designed to provide a 'web presence' that is current, relevant and with a modern look when viewed across all digital platforms. It draws heavily upon social media feeds to ensure that content remains up to date, whilst keeping the burden on association volunteers to the minimum. Importantly, associations using this facility will no longer need a webmaster trained in utilising a complicated content management system (CMS). Instead, they will become digital content managers, setting up and keeping their association social media up to date.

The RAF SF website is at www.rafsportsfederation.uk and the associations are listed under the 'sports tab'. In order to activate an association page, the RAF SF will need to be provided with the content; it should be stressed from the outset that the quality of your association page will rely heavily on the quality and quantity of the imagery and content that you provide.

Name of Association

This may seem obvious but there are various different associations, clubs and unions. Your association name should be the one listed on your constitution.

About Your Association

This brief paragraph is your opportunity to sell what you do as an association. It might be a message from your President of Chairperson, or it could be a brief summary of your activity. Regardless, it needs to be short and pithy and appeal to athletes and potential sponsors.

Social Media Feeds

Facebook. The majority of associations already have a Facebook closed group and you should continue to utilise these to conduct your association 'closed' business. However, a closed group will not allow us to pull information through to your web page and you will therefore need to set up a Facebook page. Guidance on setting up and managing a Facebook page is contained within the attached IBN. That guidance recommend that pages should have more than one administrator and that becomes particularly important where associations contain multiple sports or disciplines; essentially you will want a broad cross section of content and will therefore need to select your administrators accordingly.

Once the page is established we will require the URL. In addition, we can attach a link to your Facebook group(s) so that potential members can easily find you. Some associations have multiple sports and or disciplines with their own groups and we can include all of the links, just be sure to let us which link belongs to which group.

Twitter. Twitter is an incredibly powerful tool and far more adaptable when pulling information into a website than other social media. Unfortunately, that means if you want to display your Twitter feed on your web page we will need to talk you through a registration process; all you need is your association login and password and we can either talk through in person or over the phone. If you

just want us to link to your Twitter feed, just send us the URL (or different URLs if you have lots for different sports).

Instagram. Send us the URL link to your Instagram and we will provide the link to your site.

Contacts

Who you list is up to you. We strongly advise against using personal or MOD email addresses due to robot scrubbing of the internet and the associated spam emails. If possible a single email to an association secretary would be advisable (more detailed lists of contacts should be stored on MOSS), but we recognise that is not always possible.   Many associations have already started using RAF Sports Federation email addresses in order to separate their work from their sporting activity; those who would like an email account should contact Zoe Brown who will set up addresses for association Chairs, Secs and Treasurers.

Sponsors

Provide us with a list of your current sponsors and a link to their website. Make sure any imagery you provide us with has your most recent sponsors; it's not a good idea to use a photo of your team playing in kit with the old sponsor's logo on!

External Links

This area can include links to your National Governing Body or your Home Nation bodies (England/Wales etc). Just provide us with their website links.

Photographs/Imagery

All imagery supplied to the RAF SF for use on your web page will be assumed as being released for publication by the owner of that imagery and the subjects concerned. You will appreciate that we have 40+ sites to develop and therefore our capacity to resize photographs is limited. Therefore, images need to be supplied in certain formats in order to facilitate easy upload to the CMS as follows:

- Imagery across association sites should consider a balance of gender and BAME[1] content wherever possible.
- Photographs on your main page (not your gallery) should reflect your current sponsors – don't score an own goal!
- The top banner can be a single picture of multiple pictures - try this link if you need help stitching photos together.   If you have multiple sports, disciplines or teams, we can create a 'slider' that alternates between pictures – take a look at the canoe demo.
- Bottom pictures. We need at least 3 good quality photos, but if you provide more then we can set up a mini gallery
- Photographs should be sized as follows:
  - Home/Sports link to association 800 x 350
  - Top banner 1280 x 300
  - Bottom pictures 800 x 600.

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[1] Black, Asian and minority ethnic.