

Florida Youth Soccer Association Communications Update





FYSA Website

- The FYSA website will be simplified with a new look and updated with brand new content.
- New features will include a brand new blog, a redesigned club finder map, and better navigation tools.
- The website will become the main information hub for all related FYSA Events and Tournaments.





Publications

- The FYSA monthly newsletter, The Header, highlights everything happening across the state.
- The Touchline is our annual magazine with stories/articles from the previous season.
- We will soon be sending out email blasts with updated offers from our sponsors and partners.





Social Media


- New social media campaign to engage current and new members.
- Start holding social media contests (photo contests, best saves, etc.)
- Explore other social media avenues for communication.





Advertising Opportunities

- **Website Ads:** Advertising on our website can be tailored to your product or upcoming tournament.
- **Touchline Magazine (E-Magazine):** Florida Youth Soccer's annual online magazine highlights all of the events throughout the season, while diving into educational articles.
- **The Header (E-Newsletter):** Advertise your tournament or club through an email database of 50,000 people.
- **Social Media:** With social media, we can target specific content via Twitter, Facebook and Instagram.



Questions?

Let me know if there is anything that you would like to see from FYSA in the near future!

