

Content & Social Media Guidelines

DSF & YNS Parent + Athlete Resource Guide

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Important: This document is educational and operational guidance for DSF & YNS families. It is not legal, tax, or financial advice. Always check your school/league rules and, when needed, consult qualified professionals.

These guidelines protect athlete reputation, eligibility, and opportunities.

Posting Rules

- Post with a positive tone. Be a leader.
- Use clear photos and short captions.
- Avoid politics, controversy, and drama.
- No profanity (or keep it minimal depending on age), no threats, no harassment.
- Never post in anger.

Disclosure Rules (FTC-style)

- If you're paid or given free items, disclose clearly: #ad, #sponsored, "paid partnership."
- Don't hide disclosures at the bottom of 30 hashtags.
- Only claim what's true (no "best ever" if you can't support it).

Safety Rules

- No addresses, school schedules, or real-time location.
- Parent approval required for new partnerships.
- Decline messages requesting private meet-ups or personal info.
- Block/report suspicious accounts.

Content Types That Perform

- Short reels (5–12 seconds): walk-up, warmup, smiling, product closeup.
- Photo + story caption: “why I love this sport.”
- Thank-you posts: tag supporters (with permission).
- Countdowns: “tournament starts Saturday.”
- Milestones: “first home run,” “first meet,” “first win.”

Comment & DM Policy

- Do not argue. Respond once politely or not at all.
- If it’s hostile: ignore, delete, block.
- If it’s business: keep it short, send link, and notify parent.
- Parent should handle payment/logistics conversations.