

# FAQ for Parents & Athletes

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.

Quick answers to common questions:

## ***How long does setup take?***

Typically 3–7 days once we have brand assets and signed forms.

## ***Do we need a huge social following?***

No. Most early sales come from community: friends, family, teammates, and local supporters.

## ***Can my athlete use school logos or uniforms?***

Usually this is restricted. Assume “no” unless your school/association explicitly allows it.

## ***What if someone offers my athlete a paid deal?***

Get it in writing, review it with a parent, and ask DSF & YNS to review if unsure.

## ***How often should we post?***

2–4 posts per week is ideal. Consistency matters more than volume.

## ***What platforms work best?***

Instagram and TikTok for youth audiences; Facebook for family/community reach.

## ***Can we run discounts?***

Yes, but plan them. Discounts reduce profit. Use them for seasons/holidays or milestones.

## ***What if we want to pause or stop?***

You can pause at any time. We can hide products and keep your page live or offline based on preference.

## **Troubleshooting**

- Link not working: confirm you copied the full URL; update bio link.
- Low engagement: post at consistent times; use short video; ask 10 friends to comment early.
- Design feedback: keep designs bold and readable; avoid tiny text.
- Sponsor confusion: always use clear disclosure; keep agreements simple.