



DIGITAL ADVERTISING GUIDE

Referee Awareness Campaign - #MakeTheRightCall



DIGITAL CONTENT PUBLISHING GUIDE

SOCIAL MEDIA

Graphic with copy and text that guides users to visit vadcsoccerref.com. Utilize [#MakeTheRightCall](https://twitter.com/MakeTheRightCall).

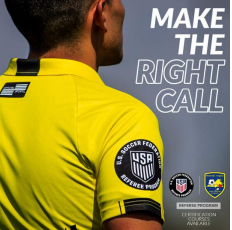
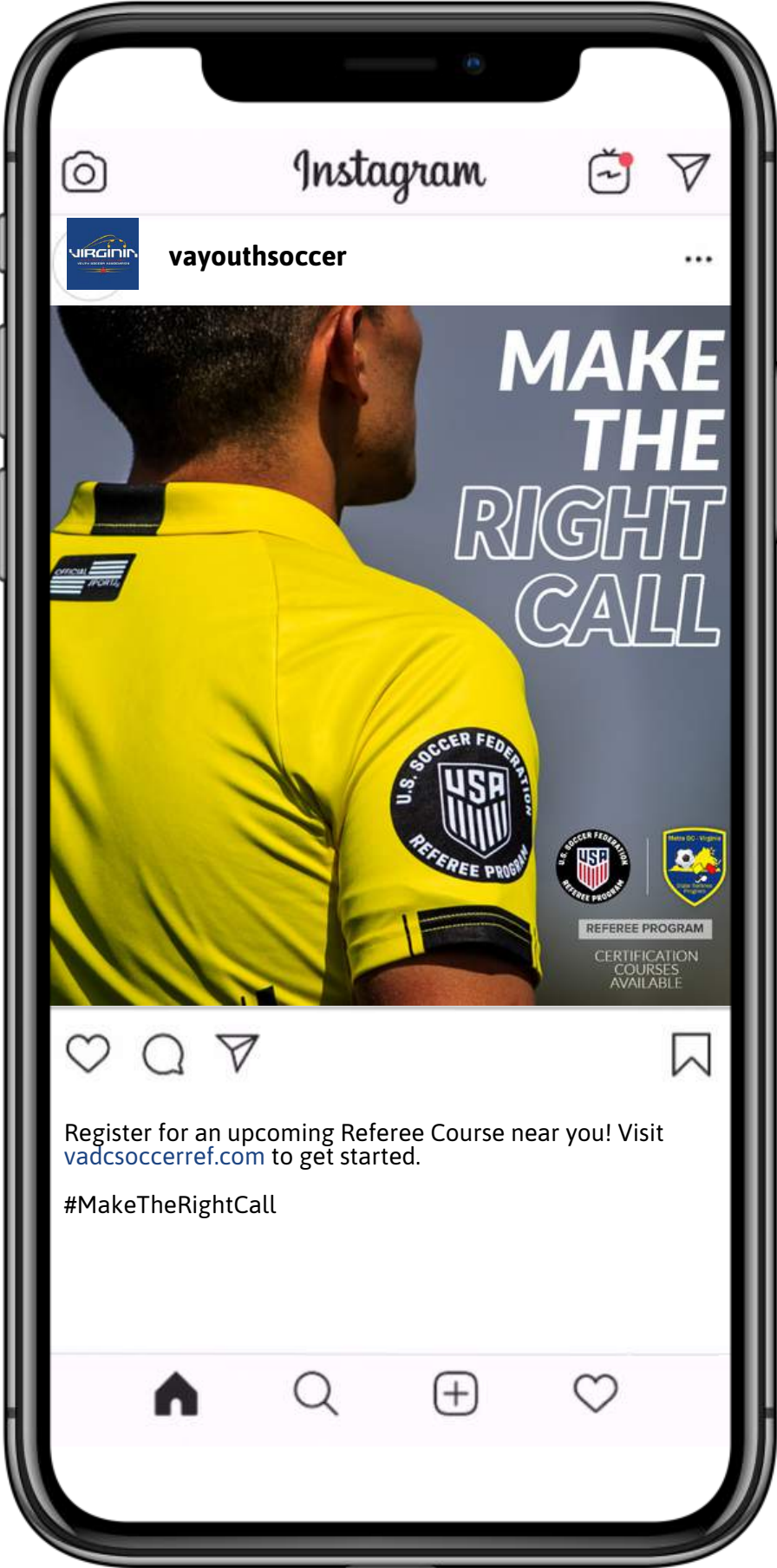
EMAIL OR NEWSLETTER

Graphic with copy and text should include hyperlinks or a click-through directly to vadcsoccerref.com.

WEBSITE BUTTONS AND ADS

Graphic with NO additional copy or text necessary. Should be a clickable to direct traffic to vadcsoccerref.com.

DIGITAL INSTAGRAM & WEB PAGE ADVERTISEMENT



DIGITAL FACEBOOK & TWITTER ADVERTISEMENT

Page | Inbox | Events | Notifications | Insights | Publishing Tools | More | Edit Page Info | Settings | Help

Like | Following | Share | + Add a Button

Virginia Youth Soccer Assn
Published by Dana Rodriguez [?] · February 6 at 9:10 AM ·

Register for an upcoming Referee Course near you! Visit vadcsooccerref.com to get started.
#MakeTheRightCall

MAKE THE RIGHT CALL
BECOME A USSF CERTIFIED REFEREE
Register for an upcoming course in your area.
Visit vadcsooccerref.com/become-a-referee

2,373 People Reached | 635 Engagements | Boost Post

22 | 5 Shares

Page Transparency | See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - April 19, 2010

Pages Liked by This Page

@vayouthsoccer
Take the 3 part course to become a USSF Certified Referee! Visit vadcsooccerref.com.
#MakeTheRightCall

MAKE THE RIGHT CALL
BECOME A USSF CERTIFIED REFEREE
Register for an upcoming course in your area.
Visit vadcsooccerref.com/become-a-referee

DIGITAL EMAIL & PRINT FLYER ADVERTISEMENT



MAKE THE RIGHT CALL

BECOME A USSF CERTIFIED REFEREE

Includes 3 Phases of Instruction

- Online
- Classroom
- Field

 **FIND A COURSE & VISIT OUR WEBSITE**


VADCSOCCERREF.COM/BECOME-A-REFEREE

REFEREE PROGRAM

Visit the Website

Connect with Us




MAKE THE RIGHT CALL


BECOME A USSF CERTIFIED REFEREE

Includes 3 Phases of Instruction

- Online
- Classroom
- Field

 **FIND A COURSE & VISIT OUR WEBSITE**

VADCSOCCERREF.COM/BECOME-A-REFEREE

REFEREE PROGRAM

