

PLAYERS FIRST SOCIAL MEDIA TOOLKIT

Players First is a branded, holistic club soccer experience for parents and players, which emphasizes the development of each individual to his or her full potential, and helps parents make better choices about where their children should play.

In Fall 2018, US Club Soccer introduced Players First club licensing for clubs that have demonstrated their commitment to establish and uphold the ultimate, safest environment for players. Being a Players First-licensed club means that your club has joined US Club Soccer at the forefront of raising the standards of youth soccer.

Congratulations on joining elite company, and we hope you'll enjoy this resource – among many others coming to your club – by becoming Players First-licensed!

#P1soccer



1

Share suggested posts below



2

Engage with like-minded clubs, coaches and parents

Tag others to get them involved

What should I tag? @USClubSoccer | #P1soccer

SUGGESTED POSTS

Click to copy-and-paste to Twitter other social channels.



PLAYERS FIRST-LICENSED CLUBS

We're proud to announce that we're now a Players First-licensed club! Very excited to support @USClubSoccer in establishing the ultimate player development environment, starting with our club! https://bit.ly/39YKcYr #P1soccer	Club Development? Check. Coaching Development? Check. Player Development? Check. Parent Engagement & Education? Check. Player Health & Safety? Check. We've met the standards and are now a Players First-licensed club! https://bit.ly/39YKcYr #P1soccer
Parents: We're officially ALL IN to uphold the ultimate holistic player development environment for our athletes, as the latest club to become Players First-licensed! https://bit.ly/39YKcYr #P1soccer	As a newly Players First-licensed club, we're committed to developing players the right way. The standards have been raised. https://bit.ly/39YKcYr #P1soccer
We are officially a Players First-licensed club! Looking forward to sharing all our newly accessible resources and offerings with the players, coaches and parents that shape our club! https://bit.ly/39YKcYr #P1soccer	We're honored to be nationally recognized on the forefront of raising the standards of youth soccer, as a Players First-licensed club. @USClubSoccer, we're ready to continue to grow the safest and most rewarding playing environment for all youth athletes and their families. https://bit.ly/39YKcYr #P1soccer

IN GENERAL

We're proud to stand with @USClubSoccer in our mission to put Players First! Every youth athlete deserves an environment that helps them achieve their goals – at every level: https://bit.ly/39YKcYr #P1soccer	Players First is built on five pillars: Club Development, Coaching Development, Player Development, Parent Engagement & Education and Player Health & Safety. Learn how @USClubSoccer is changing youth soccer: https://bit.ly/39YKcYr #P1soccer
Best-in-class background screening, sexual abuse prevention, goal safety guidelines & mandatory injury recognition training for coaches. These resources & many more are examples of how @USClubSoccer is leading the way in Player Health & Safety: https://bit.ly/39YKcYr #P1soccer	In youth soccer, the term 'development' often refers to just players. But we're also committed to improving our club as a whole, which in turn, fosters better coaches and better players: https://bit.ly/39YKcYr #P1soccer
There are a lot of Coaching Development opportunities, but these are Players First-tested: https://bit.ly/3635Ycl #P1soccer	Player Development doesn't just refer to on-field training. Here are ways to develop athletes on and off the pitch: https://bit.ly/3o74wMb #P1soccer
Given the proper instruction and communication, parents can be a huge benefit to any club and their children's youth soccer experience. Here are tools & tips for effective Parent Engagement & Education: https://bit.ly/3o74wMb #P1soccer	Like @USClubSoccer, we believe our first and foremost responsibility is to Player Health & Safety – a pillar of Players First. Here are resources that help achieve that: https://bit.ly/3c3F8EA #P1soccer

ABOUT PLAYERS FIRST CLUB LICENSING

Clubs, take notice: as a parent, I'm looking for clubs that are Players First-licensed. That means a club is providing a safe, holistic environment where everyone can reach their full potential: https://bit.ly/39YKcYr #P1soccer	Finally. Youth soccer has a right way to evaluate clubs and get parents involved. Introducing, Players First licensing: https://bit.ly/39YKcYr #P1soccer (via @USClubSoccer)
A team's record often isn't the best indicator for success in youth soccer. @USClubSoccer has introduced the new standard: Players First licensing for clubs https://bit.ly/39YKcYr #P1soccer	Players First: it's a movement, and these clubs are behind it. Parents: take notice, these clubs are doing things the right way: https://bit.ly/39YKcYr #P1soccer



Need additional information?
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