

Social Media



Overview

Reserve post date and submit final copy/creative for review at least 5 business days in advance.
Building out a social schedule via an Asset Tracker is encouraged.

- All copy and creative must be pre-approved by Little League.
- Posts should be engaging, fun, and fit within the general Little League voice, audience, and schedule.
- When involving Little Leaguers®, posts should highlight the overall team effort instead of calling out a specific player. Posts should feature good sportsmanship, teamwork, character, etc.
- Content should be supportive and representative of the Little League partnership.
- Please make sure Little League is approved as a business partner for the Branded Content Tool on Facebook and Instagram.
- Please reference the Creative Guidelines section (slides 35-42) of this guide for additional directions.
- Use of short links is preferred.
- Recommended post styles:
 - High quality images, video, or graphics
 - Light-hearted GIF's or animations
 - Polls, surveys, or response-based offers
 - Information about exclusive offers or contests



Social Post Guidelines

- Landscape (aspect ratio 1.91:1) and square (1:1) image sizes are recommended; videos should generally be 16:9 or 1:1
- There is effectively no character limit, but 125 characters or less is recommended
- Use of hashtags is not as common on Facebook, but is possible
- Links can be used in copy
- Please ensure that @LittleLeague is approved as a business partner for the branded content tool

Facebook



- Landscape (2:1) and square (1:1) sizes are recommended; videos should generally be 16:9 or 1:1
- Tweets have a 280-character limit. Shorter copy is recommended
- Hashtags are most common
- Links can be used in copy
- Your brand should be tagged in post copy to signal branded content

Twitter



- Square (1:1) creatives are recommended for feed, 9:16 for story. Videos are limited to 60 for feed posts.
- Posts have a 2,200-character limit but are cut off after 125.
- Hashtags are more common
- Links do not work in copy but can be used via the Linktree in the LL account bio.
- Please ensure that @LittleLeague is approved as a business partner for the branded content tool

Instagram



If you are interested in learning how to interact with Little League's TikTok account, please reach out to Marketing@LittleLeague.org



As a general guide, 1920x1080 pixels (aspect ratio 16:9) will work for most purposes.

