

World Federation of Athletic Training and Therapy Social Media Policy

Overview

As a member association, academic institution, allied health member, or associate member of the World Federation of Athletic Training and Therapy (WFATT), we are excited to offer our social media platforms to bring global exposure to your association, institution, or organization-based event. Promoting your activities via WFATT will allow for exposure to followers worldwide including those representing 91 countries and is easy to do.

As a member of WFATT, we are excited to offer the opportunity to promote free or revenue generating member conferences and webinars. Additionally, WFATT agreements (i.e., sponsors) will also dictate who, what, and how often postings may occur.

Non-revenue Generating Events

WFATT will provide unlimited posts to our Facebook, Twitter, Instagram, and/or LinkedIn platforms as well as our website for free events. Members will have the opportunity to select one or more social media platforms to advertise for the same fee (if applicable).

Revenue Generating Events

For revenue generating events, WFATT will provide three free postings on the aforementioned platforms. For three additional postings WFATT will charge \$25 USD.

Facebook and Instagram Post Boosts

In addition to our standard posting ability, Facebook and Instagram offer an opportunity to “boost” posts based on who and how many individuals will be reached, their geographical location, and the duration of the post. In addition to Facebook/Instagram’s “boosting” fees, WFATT will charge a \$5 USD administration fee per boost. The “boost” fee, but not the administrative fee, will vary based on the aforementioned criteria.

Facebook boosts are an effective way to increase the visibility of your event. For example, a recent post that WFATT boosted reached ~68,000 people over the course of one week. Non-boosted posts reach ~1000 people.

How to Advertise with WFATT

Members who are interested in advertising their event(s) should send a completed advertisement application (below) and all promotional materials to wfatt2000@gmail.com no later than one month prior to the date of the event. Your application will be reviewed by our committee prior to posting.

The WFATT Marketing Committee will not generate the text or images used to promote a member’s event. All text and images that will be used to promote the member’s event will be provided by the WFATT member.

World Federation of Athletic Training and Therapy
Advertisement Application

Member Name: _____

Event Name: _____

Event Date: _____

Event Description (240 Characters or less):

Where would you like your event advertised (Check all that apply)?

- Facebook
- Twitter
- Instagram
- LinkedIn
- WFATT Website
- All of the above

I am interested in boosting my event:

- Yes
- No

If yes, please check the which platform on which you would like to boost your event (Check all that apply):

- Facebook
- Instagram

Is your event revenue generating?

- Yes
- No

If your event is revenue generating, would you like to purchase additional posts (3 post package)? Additional packages will cost a flat fee of \$25 USD each.

- Yes, I would like _____ additional packages.
- No

Please e-mail the completed application along with all promotional materials to wfatt2000@gmail.com.