

WEC24 Marketing Guidelines

A greater variety of content helps drive your exposure and allows you to engage with your audience better. All members are expected to follow the marketing and design guidelines:

General Guidelines:

- In case you don't already have, create accounts on Instagram, Facebook, Twitter, LinkedIn
- Be present on Streaming Platforms according to your region (YouTube, Twitch, Huya)
- Use the design guidelines and templates provided by IESF
- Minimum 1 post per week on all social media platforms. Type of posts: photo, reel, video (4 posts monthly)
- Reshare IESF valuable content to increase brand awareness
- One IESF official announcement per month - IESF will provide ready assets for each announcement to be shared at the arranged Date and Time
- Use hashtags: #WorldEsports #IESF
- Tag IESF's social media accounts

Event Guidelines:

- Use the design guidelines and templates provided by IESF
- Minimum 3 posts per week on all social media platforms. Type of posts: photo, reel, video:
 - Type of posts: (examples)
 - Match announcements
 - Match results
 - Group standings/brackets
 - Share photos/videos, if the event is offline
 - Recap tournament ranking
 - Promote your stream
 - Match Highlights
- Winner announcement
- Use the design guidelines and templates provided by IESF
- During Competition Days (NQ, RQ, WEC) share live updates on Socials
- Use hashtags: #WorldEsports #RIYADH24 #WEC24 #IESF
- Tag IESF social media accounts
- Follow IESF Social Media accounts together with participating players

Design Guidelines:

- Required Logos: National Federation, IESF, WEC24 and game titles
- Use and adapt the templates provided for your social media
- Use and adapt the broadcast templates and overlays provided for streaming

Tips and Tricks:

- Focus on platforms where your target audience spends their time (e.g., Twitch for streamers, Instagram for young fans, Twitter for matchups)
- Stay relevant: Follow Esports trends, participate in online discussions, and respond to current events
- Collaborate with influencers: Partner with local Esports personalities or players to widen reach
- Run contests and giveaways: Motivate participation and reward your audience with prizes
- Be responsive: Answer comments, questions, and direct messages
- NF Athletes Participation: Initiate NF Players to post regularly IESF Related Content