NF Marketing & Design Requirements 2025

GENERAL REQUIREMENTS:

1. ## Social Media Presence:
   - If you don't already have them, create accounts on Instagram, Facebook, Twitter, and LinkedIn.
   - Maintain presence on popular streaming platforms (e.g., YouTube, Twitch, Huya).

2. ## Posting Guidelines:
   - Post **one piece of content per week** (IESF-related content) on at least one social media platform.
   - Reshare **IESF's valuable content** to boost brand awareness.
   - Share **the mandatory monthly IESF announcement**, using the provided assets on the arranged date and time.

3. ## Content Tags and Attribution:
   - Use hashtags: **#WorldEsports #IESF**.
   - Tag **IESF's social media accounts** in all relevant posts.

EVENT-SPECIFIC REQUIREMENTS (NATIONALS & REGIONALS):

1. Posting Frequency:
   - Share a minimum of **three posts per week** on at least one social media platform during events.
   - Examples of posts:
     - Match announcements and results.
     - Group standings/brackets.
     - Photos/videos (for offline events).
     - Recap of tournament rankings.
     - Stream promotions, match highlights, and winner announcements.

2. Content Tags and Attribution:
   - Tag **IESF's social media accounts** in all posts.
   - Encourage participating players to follow and engage with IESF social accounts.

DESIGN REQUIREMENTS:

1. Logos:
   - Include the official logos of the **National Federation, IESF, and game titles** in all relevant materials.

2. Templates and Overlays:
   - Use or adapt the **IESF-provided templates** for social media posts.

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