

2022 MAAPP SOCIAL MEDIA TOOLKIT

INTRODUCING MAAPP, IN BRIEF, TO YOUR NGB AND LAO STAKEHOLDERS

[DOWNLOAD ASSETS](#)

Last September, we launched the 2022 Minor Athlete Abuse Prevention Policies (MAAPP) and a [suite of resources](#) to make these mandatory policies (and key aspects) clear for your stakeholders. Social media can be an easy and effective way to reach your LAOs, coaches, parents, and athletes. But you may not immediately know what MAAPP details to highlight in a brief post on an informal social platform like Facebook.

To help you do this, we've created a Social Media Toolkit of text and images to help you outline the MAAPP on your NGB's social media feeds (and suggest your LAOs share on theirs). You can customize this text with your NGB's name, website, and policy links (recommended if your MAAPP is more stringent than our model policies).

Below, we include text and image links for 8 posts, each introducing a key point about the MAAPP. We encourage you to post them on your social media feeds: start with Post #1, and sequence them as you see fit (one every 1-2 weeks is ideal). We have suggested hashtags (you can add one of your own) to unite posts under a common athlete safety theme.

These messages and images are tailored for Facebook, Twitter, and Instagram; [contact us](#) with questions or for assets for other platforms.

Please note these are suggested resources; entirely voluntary, and not mandated by audit requirement

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DOWNLOAD ASSETS

POST #1: WHY THE MAAPP?



INSTAGRAM



FACEBOOK



TWITTER

POST TEXT:

How can you help create a safer sport environment?
#2022MAAPP #SafeSport

LINK:

uscenterforsafesport.org/maapp
(or NGB's own MAAPP page)

NGBs, you have the option to link to the Center's MAAPP or your organization's expanded policies, whichever is preferred.

POST #2: WHAT IS THE MAAPP?



INSTAGRAM



FACEBOOK



TWITTER

POST TEXT:

Learn your role in keeping athletes safe, supported, and strengthened. #2022MAAPP #SafeSport

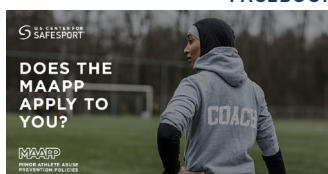
LINK:

[MAAPP at a Glance](#)

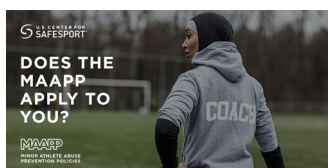
POST #3: WHO DOES THE MAAPP APPLY TO?



INSTAGRAM



FACEBOOK



TWITTER

POST TEXT:

Do you know if the Minor Athlete Abuse Prevention Policies (MAAPP) apply to you? Learn the answer, and help make sport safer. #2022MAAPP #SafeSport

LINK:

[Education and Training Resource](#) or [NGB E&T Policy](#)

NGBs, you have the option to link to the Center's MAAPP or your organization's expanded policies, whichever is preferred.

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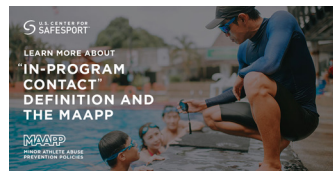
POST #4: WHAT DOES “IN-PROGRAM CONTACT” MEAN?



INSTAGRAM



FACEBOOK



TWITTER

POST TEXT:

In the Minor Athlete Abuse Prevention Policies (MAAPP), “In-Program Contact” is an important definition. #2022MAAPP #SafeSport

LINK:

[In-Program Contact Resource](#)

POST #5: OBSERVABLE & INTERRUPTIBLE



INSTAGRAM



FACEBOOK



TWITTER

POST TEXT:

Make sure your one-on-one interactions with Minor Athletes are observable and interruptible—it's required by the MAAPP! #2022MAAPP #SafeSport

LINK:

[One-on-one Resource](#)

POST #6: OPEN & TRANSPARENT



INSTAGRAM



FACEBOOK



TWITTER

POST TEXT:

The Minor Athlete Abuse Prevention Policies set rules around keeping electronic communication between Adult Participants and Minor Athletes open and transparent. #2022MAAPP #SafeSport

LINK:

[Electronic Communication Resource](#)

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POST #7: PARENTS



INSTAGRAM



FACEBOOK



TWITTER

POST TEXT:

Parents, learn to recognize the signs of abuse. Take the free U.S. Center for SafeSport Parent Training. #2022MAAPP #SafeSport

LINK:

[Parent Training; MAAPP](#)
or Shortened MAAPP/NGB MAAPP

NGBs, you have the option to link to the Center's MAAPP or your organization's expanded policies, whichever is preferred.

POST #8: COACHES



INSTAGRAM



FACEBOOK



TWITTER

POST TEXT:

Coaches, you can help prevent abuse in sport with the Minor Athlete Abuse Prevention Policies (MAAPP). #2022MAAPP #SafeSport

LINK:

[MAAPP at a Glance Resource](#),
MAAPP/NGB MAAPP

NGBs, you have the option to link to the Center's MAAPP or your organization's expanded policies, whichever is preferred.

We appreciate your partnership and support. Please [reach out to us](#) with any questions.