

Social media guidance

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<https://www.facebook.com/KDSKarate>

https://www.instagram.com/kds_karatedoshotokai/

This document serves as an initial attempt to define the role of the main UK KDS social media accounts. While it does not cover individual club accounts, it provides some relevant guidance applicable to them. Please pay special attention to the section on 'Social Media Rules', as this is relevant to all UK KDS clubs.

We're happy to offer advice and guidance on club social media, contact:

kdshotokaiuk@gmail.com

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Goals

Our social media presence aims to:

1. Promote major events – Spring School, Summer School, and Winter School.
2. Increase visibility for UK courses by sharing updates and encouraging participation.
3. Support engagement across clubs by sharing their posts and boosting their reach.
4. Share high-quality images and video that showcase the energy and spirit of the UK KDS.
5. Promote international courses and encourage wider participation.
6. Share updates from non-UK clubs to build global connections.

How we can help

Share a post on the main accounts

To boost engagement on a post, send a message to the Facebook/Instagram account with:

1. A link to your post.
2. Any text you'd like included (subject to review and potential edits).

Website News and Social Media Promotion

For more detailed event promotion, we can:

1. Create a news post on the UK KDS website.
2. Add the event to the course calendar.
3. Share the event via social media.

To arrange this, email the following to kdshotokaiuk@gmail.com:

- Event date
- Location
- Cost
- Accommodation details
- Training times
- Social details
- Any other relevant info
- A high-quality photo for social media use

Here is an example:

<https://www.karatedoshotokai.com/25-27-april-abergavenny-4-5th-dan/>

International (non-UK) clubs

What we can offer:

- ✓ Course listing on the calendar to help promote your event. If you have any queries or amends, contact Adrian directly.
- ✓ A link from the course listing to either: a web page hosted by your club, or a Word/PDF document (which we can host on our website). To arrange this, email kdshotokaiuk@gmail.com.
- ✓ Promotion on UK KDS social media by sharing a post from your club's page. To boost engagement on a post, send a message to the Facebook/Instagram account with:
 1. A link to your post.
 2. Any text you'd like included (subject to review and potential edits).

Social Media Rules

Although this document is primarily aimed to define the role of the main UK KDS social media accounts, some guidance is included here that should be followed by all UK KDS clubs.

Branding

- ✓ Do not alter the UK KDS logo, including temporary overlays.

Content Approval

- ✓ **All video content must be approved** by a senior instructor in your club before posting. If unsure, contact someone on the [UK KDS Technical Executive group](#).
- ✓ Use discretion when sharing content from other clubs—does it reflect well on our organisation and style? If unsure, ask!

Photos and Media

- ✓ **Your club members** - respect your club members' privacy – check sign-up preferences or ask permission before sharing photos or videos.
- ✓ **Courses** – let participants know you will be taking photos or recording. A simple poster works well—see Appendix 1 for an example.
- ✓ Use high-quality images and video that showcase the energy and spirit of the UK KDS, which encourage interest in our association and help promote recruitment.
- ✓ Aim for dynamic and technically strong photos and video – good posture, strong stances, and engaging action shots.

By following these guidelines, we can maintain a strong, professional, and engaging presence online while supporting the growth of UK KDS Karate.

Contact

Have a read through the guidance, and send all content to the following email:
kdshotokaiuk@gmail.com

Appendix 1: suggested text for poster on courses

Social media photos

We'll be capturing moments throughout the weekend course to share on our social media channels:

<https://www.facebook.com/KDSKarate>

https://www.instagram.com/kds_karatedoshotokai/

<https://www.facebook.com/xyourclubx>

<https://www.instagram.com/xyourclubx>

Please be aware that we will be taking photographs and potentially filming at this event.

If you do not consent for your image to be used, please let an instructor know.

Thank you for helping us showcase our amazing community!