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**THIS IS** *US*

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# 2023 TOOLKIT

**COMMUNITY FOOTBALL & NAB AFL AUSKICK**



ASSET	DESCRIPTION
<p><b>Social Media Tile</b> (1080x1080)</p> 	<p>Link to assets: <a href="https://afl.box.com/s/9cj3i9jerd3zzm8akol9zmtljsjqtgm">https://afl.box.com/s/9cj3i9jerd3zzm8akol9zmtljsjqtgm</a></p> <p>Static and GIF options for social media tiles are available to post on state and regional Facebook and Instagram accounts. These can be used to promote NAB AFL Auskick, Junior, Youth and Senior Community Football.</p> <p>It is recommended that a caption, such as the below suggested copy, be posted with the tile, along with the hashtag #ThisIsUs to align with the Game Development Community Campaign and increase exposure of the post.</p> <p>Suggested copy: “Missing your footy? Get in early, Season 2023 regos are now open! Visit Play.AFL #ThisIsUs”</p>
<p><b>Social Media Story</b> (1080x1920)</p> 	<p>Link to assets: <a href="https://afl.box.com/s/se6eee57940seukeyceiixvbietj2a17">https://afl.box.com/s/se6eee57940seukeyceiixvbietj2a17</a></p> <p>Static and GIF options for social media tiles are available to post on state and regional Facebook and Instagram accounts. These can be used to promote NAB AFL Auskick, Junior, Youth and Senior Community Football.</p> <p>It is recommended that a link sticker is added to each social media story directing clicks to Play.AFL.</p>
<p><b>Website Assets</b> (300x250) (728x90) (300x600) (320x100) (468x60) (1200x628) (1200x1200)</p>	<p>Link to assets: <a href="https://afl.box.com/s/x9x8kf52t7qy5yg7b26a5g8go3tbnylb">https://afl.box.com/s/x9x8kf52t7qy5yg7b26a5g8go3tbnylb</a> <a href="https://afl.box.com/s/vb2i742mel24v32oaxyi9yqpyihmacuf">https://afl.box.com/s/vb2i742mel24v32oaxyi9yqpyihmacuf</a> <a href="https://afl.box.com/s/usopyx056zlv6t8tul7bhibyqlwgbrhq">https://afl.box.com/s/usopyx056zlv6t8tul7bhibyqlwgbrhq</a> <a href="https://afl.box.com/s/vsnxpvaht1xt6n90fdqbymegib3u9am">https://afl.box.com/s/vsnxpvaht1xt6n90fdqbymegib3u9am</a> <a href="https://afl.box.com/s/80jf30uaclawe6ff059td5chd4a3hwm2">https://afl.box.com/s/80jf30uaclawe6ff059td5chd4a3hwm2</a> <a href="https://afl.box.com/s/vm6nr96dpq1s969n5wi9krm456ovubq">https://afl.box.com/s/vm6nr96dpq1s969n5wi9krm456ovubq</a> <a href="https://afl.box.com/s/ek8gyd6qt55mcpszb8pawf3w4o4rhl3u">https://afl.box.com/s/ek8gyd6qt55mcpszb8pawf3w4o4rhl3u</a></p>
	<p>Website assets in a wide variety of sizes are available to post on state and regional websites. These can be used to promote NAB AFL Auskick, Junior, Youth and Senior Community Football.</p> <p>It is recommended that these website assets are linked to the Play.AFL website when posted.</p>

<p><b>Flyers</b> (A5 – print / press and digital) (A4 – print / press and digital)</p>	<p>Link to assets: A5: <a href="https://afl.box.com/s/ibywgqya2h210nzmtrzwroqjayvk8mvdK">https://afl.box.com/s/ibywgqya2h210nzmtrzwroqjayvk8mvdK</a> A4: <a href="https://afl.box.com/s/170c1xzmkdus2yos4kxoh7g82aoetbfx">https://afl.box.com/s/170c1xzmkdus2yos4kxoh7g82aoetbfx</a></p>
	<p>Flyers in both A4 and A5 sizes and digital and print versions are available for state and regional use. These can be used to promote NAB AFL Auskick, Junior, Youth and Senior Community Football.</p>

## CANVA TEMPLATES

ASSET	DESCRIPTION
<p><b>Social Media Tile</b> (1080x1080)</p>	<p><b>Canva link</b> Community Football: <a href="https://www.canva.com/design/DAFTTLGRQms/qTdbGx7r2w1ceqUAThk0bg/view?utm_content=DAFTTLGRQms&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview">https://www.canva.com/design/DAFTTLGRQms/qTdbGx7r2w1ceqUAThk0bg/view?utm_content=DAFTTLGRQms&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview</a> NAB AFL Auskick: <a href="https://www.canva.com/design/DAFTTVWfyaQ/mXj2MEBwOLCfJiLzBHZZCQ/view?utm_content=DAFTTVWfyaQ&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview">https://www.canva.com/design/DAFTTVWfyaQ/mXj2MEBwOLCfJiLzBHZZCQ/view?utm_content=DAFTTVWfyaQ&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview</a></p>
	<p>Editable social media tiles are available to post on state and regional Facebook and Instagram accounts. Users will be able to drop in and out their own image by using the link above. These can be used to promote NAB AFL Auskick, Junior, Youth and Senior Community Football.</p> <p>It is recommended that a caption, such as the below suggested copy, be posted with the tile, along with the hashtag #ThisIsUs to align with the Game Development Community Campaign and increase exposure of the post.</p> <p>Suggested copy: “Missing your footy? Get in early, Season 2023 regos are now open! Visit Play.AFL #ThisIsUs”</p>

<p><b>Social Media Story</b> (1080x1920)</p>	<p><b>Canva link</b> Community Football: <a href="https://www.canva.com/design/DAFTTy0djqY/1BBAgskftGe4cOifbB52Bw/view?utm_content=DAFTTy0djqY&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview">https://www.canva.com/design/DAFTTy0djqY/1BBAgskftGe4cOifbB52Bw/view?utm_content=DAFTTy0djqY&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview</a> NAB AFL Auskick: <a href="https://www.canva.com/design/DAFTTxPj24o/qicKgZ4tvdeTcxD89eBEyg/view?utm_content=DAFTTxPj24o&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview">https://www.canva.com/design/DAFTTxPj24o/qicKgZ4tvdeTcxD89eBEyg/view?utm_content=DAFTTxPj24o&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview</a></p>
	<p>Editable social media tiles are available to post on state and regional Facebook and Instagram accounts. Users will be able to drop in and out their own image by using the link above. These can be used to promote NAB AFL Auskick, Junior, Youth and Senior Community Football.</p> <p>It is recommended that a link sticker is added to each social media story directing clicks to Play.AFL.</p>
<p><b>Flyers</b> (A5) (A4)</p>	<p><b>Canva link</b> <u>Community Football</u> A5: <a href="https://www.canva.com/design/DAFTZQGY-o/KnsSIJIDSK4NVvPkC8AjKQ/view?utm_content=DAFTZQGY-o&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview">https://www.canva.com/design/DAFTZQGY-o/KnsSIJIDSK4NVvPkC8AjKQ/view?utm_content=DAFTZQGY-o&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview</a> A4: <a href="https://www.canva.com/design/DAFTZSpPKyQ/WRuXvP0XT-SJNCjatgQiQg/view?utm_content=DAFTZSpPKyQ&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview">https://www.canva.com/design/DAFTZSpPKyQ/WRuXvP0XT-SJNCjatgQiQg/view?utm_content=DAFTZSpPKyQ&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview</a></p> <p><u>NAB AFL Auskick</u> A4: <a href="https://www.canva.com/design/DAFNah5NoxM/ueM5ZipL2Pku5FqV-8wuA/view?utm_content=DAFNah5NoxM&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview">https://www.canva.com/design/DAFNah5NoxM/ueM5ZipL2Pku5FqV-8wuA/view?utm_content=DAFNah5NoxM&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton&amp;mode=preview</a></p>
	<p>Flyers in both A4 and A5 sizes and digital and print versions are available for state and regional use. Users will be able to drop in and out their own image, as well as add in text by using the link above. These can be used to promote NAB AFL Auskick, Junior, Youth and Senior Community Football.</p>