



THE **RIGHT WAY** TO **PLAY**

CELEBRATE YOUR COMMITMENT

We are so excited for you to start your journey as an NAIA student-athlete! When you share the good news about joining the NAIA, use the assets provided and show off your school spirit! Welcome to #TheRightWayToPlay!

SOCIAL GRAPHIC TEMPLATES

- Use the links below to access the customizable Canva templates.
- Select “use template for new design” and the file will open in Canva.
- Drag and drop your image into the template.
- Customize with your school’s logo or name based on which template you select.
- Download the image and share! (png and jpeg are best for social)

FRAME

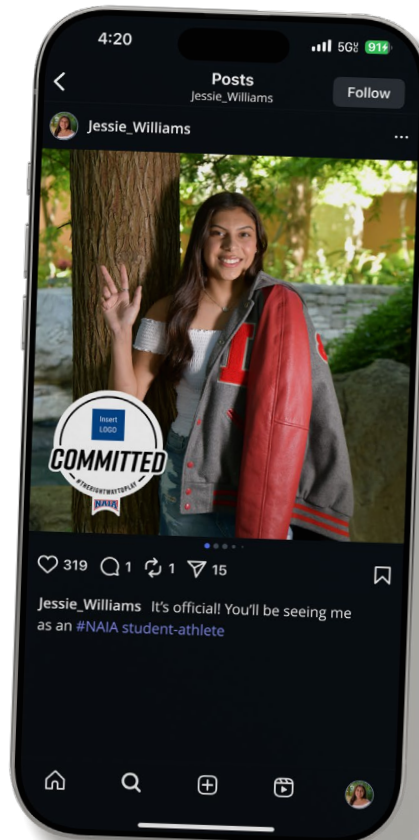
SQUARE
1080 X 1080

STORIES
1080 X 1920

SHIELD

SQUARE
1080 X 1080

STORIES
1080 X 1920



TAGGING

To get more engagement, remember to tag NAIA, your school, conference, and sport.

@NAIA @School @Conference
@Sport #TheRightWayToPlay

NAIA CHANNELS

@PlayNAIA

@PlayNAIA

@PlayNAIA

@NAIA

@NAIA

Visit naia.org/the-right-way-to-play/index to view campaign information online, learn more about The Right Way to Play® and download assets.

Need Help?

Contact the NAIA marketing team.

Email:

Betsy at bcalmer@naia.org

MESSAGING

We want you to be yourself and share your commitment your way! But if you are looking for some inspiration, here are a few ideas. Just replace the content in parenthesis with your new team or school info.

CAPTION IDEAS

POST COPY

All the hard work has paid off! Beyond grateful and excited to announce my commitment to @[SchoolHandle] in the #NAIA. Looking forward to this incredible next chapter. Thank you to everyone who believed in me!

#TheRightWayToPlay @NAIA @[SchoolSportsHandle]
@[ConferenceHandle]

POST COPY

It's official! You'll be seeing me as an #NAIA student-athlete at @[SchoolHandle]! Let's go!

#TheRightWayToPlay @NAIA @[SchoolSportsHandle]
@[ConferenceHandle]

POST COPY

Excited to announce that I'll be continuing my academic and athletic career at @[SchoolHandle] in the #NAIA! Huge thanks to my family, coaches, and everyone who has supported me from the beginning!

#TheRightWayToPlay @NAIA @[SchoolSportsHandle]
@[ConferenceHandle]

POST COPY

Locked in and excited to be joining @[SchoolHandle] as an NAIA student-athlete! Let the journey begin!

#TheRightWayToPlay @NAIA @[SchoolSportsHandle]
@[ConferenceHandle]

PRINT & DISPLAY TEMPLATES

You can also customize and print your own banners, posters, and yard signs to show your school and NAIA spirit!

DESIGN INSTRUCTIONS

- Use the links below to access the customizable Canva templates.
- Select "use template for new design" and the file will open in Canva.
- Customize with your name and school information.

PRINT INSTRUCTIONS

- To print directly through Canva; select "Print with Canva" in the upper right corner next to "share".
 - For posters, search "poster" and select Posters (Portrait, 4:5).
 - For banners, search "banner" and select Banners (Landscape).
 - For yard sign, search "yard sign" and one option appears. Customize with your name and school information.
- Once the item to print is selected, you will have options to select desired size and/or finishing details.
- To print through another resource, download the image in the printer's preferred format.



BANNER

72" X 36"

CERTIFICATE

11" X 8.5"

POSTER

24" X 30"

YARD SIGN

24" X 18"