

INSTAGRAM GUIDELINES

USERNAME:

This season, all team Instagram accounts should use **underscores (_)** in their usernames.

Username Format: @efc_[g/b]u[Age Group]_[Team Name]

Username Examples:

- @efc_gu10_ecnl
- @efc_bu17_ecnlrl
- @efc_gu13_westred
- @efc_bu9_blue

Why Are We Using Underscores? To make annual age-group transitions easier and avoid username conflicts. For the **2026–27 season**, please use **underscores (_)**. We will provide updated guidance for future seasons.

DISPLAY NAME:

Display Name Format: Eastside FC [G/B]U[Age Group] [Team Name]

Display Name Examples:

- Eastside FC GU17 ECNL
- Eastside FC BU14 White
- Eastside FC GU12 West Maroon

INSTAGRAM BIO SUGGESTION:

- Coach Name
- Team achievements (optional)
- Tag @waeastsidefc
- Add Eastside FC LinkTree

Instagram Bio Example:

- Coach: Justi Baumgardt
- 4x NW Conference Champions
- @waeastsidefc
- linktr.ee/eastsidefc

(Feel free to add the Eastside FC Linktree to your team's profile for quick access to club resources and information.)



Great Example:
Username, Display Name, and Bio