

AYSO EXPO 2024

CHANGING THE GAME



AMERICAN YOUTH SOCCER ORGANIZATION

Welcome to SOCi: AYSO's Local Marketing Platform

AYSO National Marketing and Development Programs

Bringing the World's Game to Communities Everywhere

EVERYONE PLAYS®

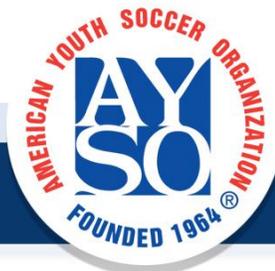
BALANCED TEAMS

OPEN REGISTRATION

POSITIVE COACHING

GOOD SPORTSMANSHIP

PLAYER DEVELOPMENT



What is SOCi?

Your online presence is one of the most important assets in ensuring your Region has a strong and vibrant image in your community. This means not just social networks and your website content, but other important digital foundations as well such as search visibility and online reputation management.

Managing your entire digital footprint can be a daunting and time-consuming task, but it's crucial to making sure families looking to sign kids up for soccer can easily find you...which is where SOCi comes in!

SOCi is a **centralized dashboard for search visibility, social media, and reputation management** where you can link top social media and reputation networks for your business, plus manage all aspects all in one place, with one login.

What We're Investing in via SOCi for Regions



A leading marketing platform for multi-location Brands (meetsoci.com)

1. Listings/Google Profile.
2. Reviews Management.
3. Social Posts:
Content Publisher/Scheduler/Aggregator



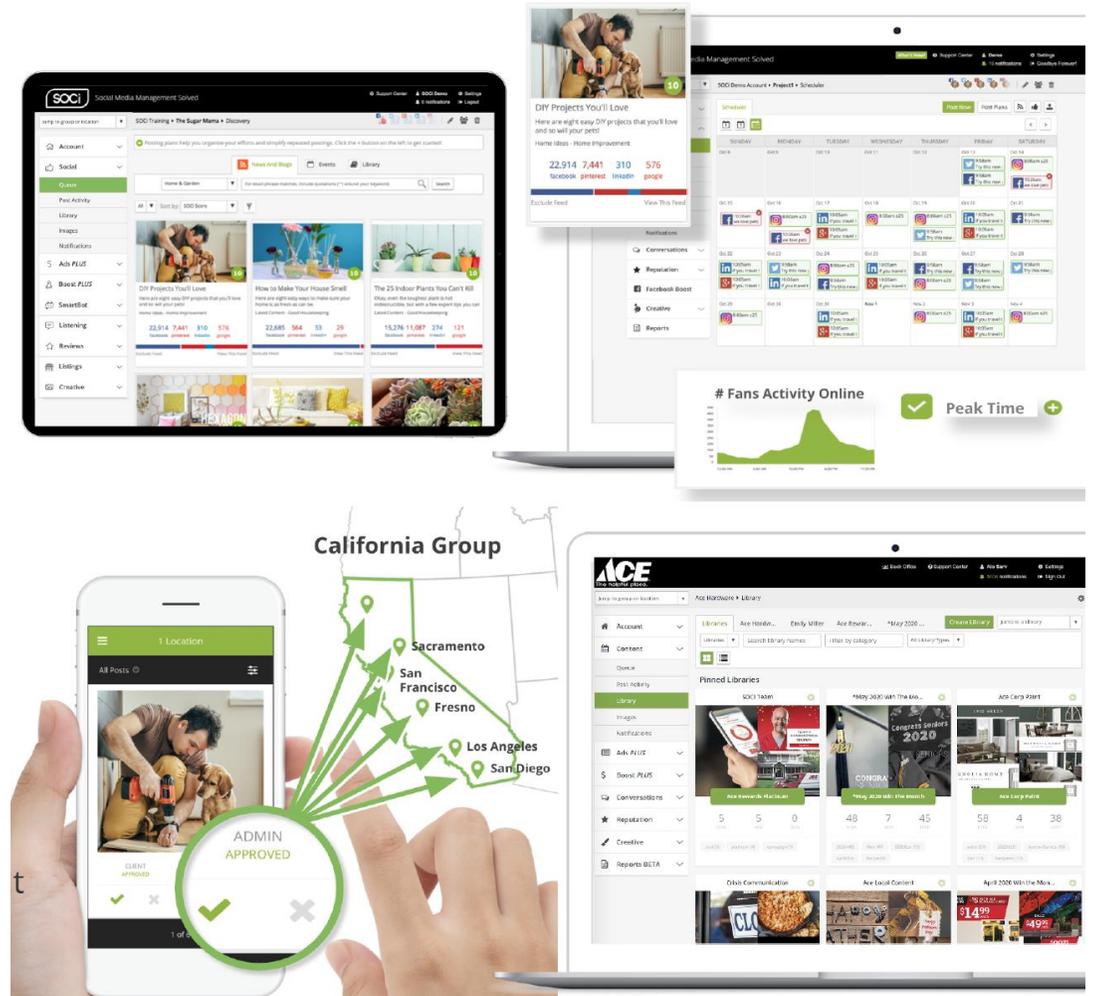
How It Works

Submit your platform log-ins and local knowledge to be considered.

- Takes about 15 minutes to complete the setup form and another 5 minutes later to connect your platforms.

In return, you get:

- Automatic implementation of digital foundation fixes.
- Real-time, user-friendly, line-of-sight into **your** digital ecosystem.



Harmonized Digital Foundation for Your Region

Google youth soccer charlotte nc

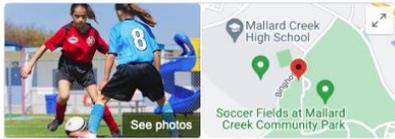
Rating Hours

American Youth Soccer ...
 3.1 ★★★★★ (7) · Soccer club
 3001 Johnston Oehler Rd · In Ma...
 (866) 605-2976

Charlotte Soccer Academy
 4.4 ★★★★★ (16) · Soccer club
 Pineville, NC
 Closed · Opens 9AM Mon · (704) ...
 Their website mentions youth soccer

Charlotte Eagles Soccer ...
 4.2 ★★★★★ (22) · Soccer club
 8510 McAlpine Park Dr #109
 (704) 841-8644
 "great place to relax with the family super 5 estrela 🌟"

Soccer Shots
 3.7 ★★★★★ (3) · Soccer club
 8510 McAlpine Park Dr
 Closed · Opens 8AM Mon · (704) ...
 Their website mentions youth soccer



American Youth Soccer Organization Region 605
 Website Directions Save
 3.5 ★★★★★ 6 Google reviews
 Soccer club in Charlotte, North Carolina

Located in: Mallard Creek Park
 Address: 3001 Johnston Oehler Rd, Charlotte, NC 28269
 Phone: (866) 605-2976
 Appointments: aysou605.com

Suggest an edit · Own this business?
 Add missing information
 Add business hours

Products

- Youth Soccer Pr...
https://aysou.org/
- Become AYSO ref...
Referee Training Youth Soccer Tra...

Providing world class youth soccer programs that enrich children's lives.

AMERICAN YOUTH SOCCER ORGANIZATION FOUNDED 1964

AYSO Charlotte Region 605 - YOUTH SOCCER

Ready to Join AYSO? Register NOW!

SPRING SOCCER OPEN - REGISTER NOW! UNIFORM SOLD SEPARATELY

VIP SOCCER-INTERESTED FAMILIES EMAIL VIP@CHARLOTTEAYSO.ORG

THANK YOU, PLAYERS, PARENTS AND VOLUNTEERS FOR JOINING US THIS FALL!

AYSO - AN ALL VOLUNTEER ORGANIZATION. EVERYONE PLAYS.

COACHES & REFEREES NEEDED FOR SPRING

AYSO Charlotte
 @Aysou605 · 5 15 reviews · Youth Organization
 Sign Up
 aysou605.com

About

Charlotte, NC

Special Soccer one day registration rate!

AYSO Charlotte, located in the University City area of Charlotte, North Carolina. Coaches, referees and administrators are volunteers. Affordable r... See more

PRIMARY (Recreational / Saturday Developmental): This is our foundation and recreation program (for age groups 4 to 18) and embraces all of ... See more

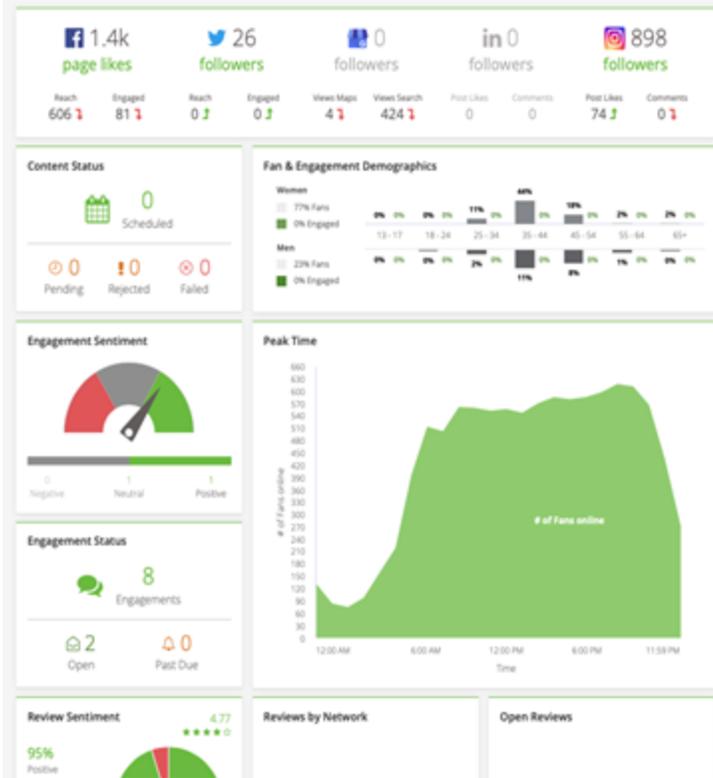
734 people like this
 760 people follow this

EVERYONE PLAYS® BALANCED TEAMS OPEN REGISTRATION POSITIVE COACHING GOOD SPORTSMANSHIP PLAYER DEVELOPMENT

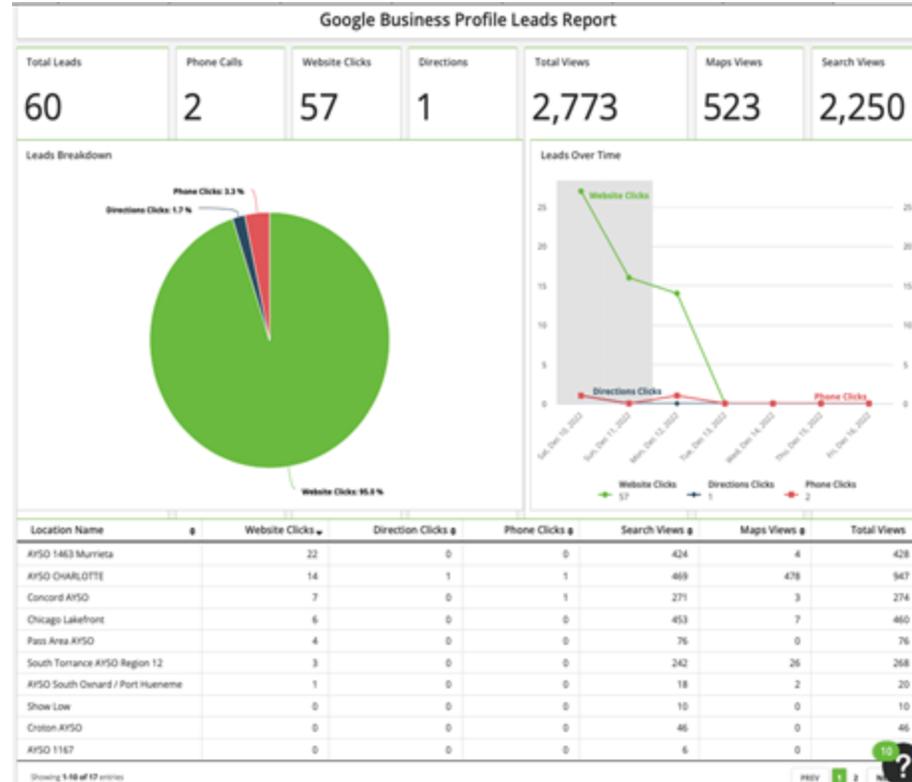


Google Optimization

All Platforms Dashboard



Google Profile Insights

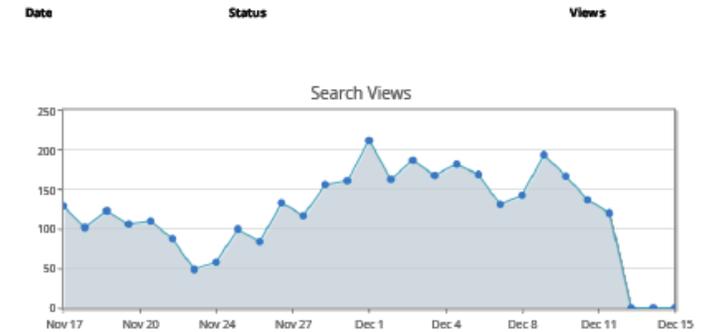


Google Listings Data & Metrics



Sample Posts
No posts for this period

Top Posts
The top performing posts on your Google My Business page, ranked by views



Daily Digests of Activity Sent to Your Email

SN SOCI Notifications
SOCi: Account "AYSO" has new notifications.
To: Dan Howald
Inbox - iCloud mac mail Yesterday at 7:00

 Hi Dan!
Review these notifications below, or in greater detail in the Notifications section of your SOCi account.

JCYSL (Location):

   **Daina Billman commented on JCYSL's post.**
AYSO Region 322 | Jefferson County Youth Soccer League Wed, Mar 1 2023 at 12:19 PM (America/New_York)
Dear JCYSL Families! Its that time of year again. Spring 2023 Registration will officially open tomorrow, January 19th. Ple...

Comment:
AYSO Region 322 | Jefferson County Youth Soccer League Thank you!

   **Daina Billman commented on JCYSL's post.**
AYSO Region 322 | Jefferson County Youth Soccer League Wed, Mar 1 2023 at 10:06 AM (America/New_York)
Dear JCYSL Families! Its that time of year again. Spring 2023 Registration will officially open tomorrow, January 19th. Ple...

Comment:
If you paid for a full year in the fall of 2022 is spring of 2023 included in this?

   **Kirsten Carlson commented on JCYSL's post.**
AYSO Region 322 | Jefferson County Youth Soccer League Wed, Mar 1 2023 at 1:43 AM (America/New_York)
Dear JCYSL Families! Its that time of year again. Spring 2023 Registration will officially open tomorrow, January 19th. Ple...

Comment:
Jennifer Leach go on jcy-sl.org and click the register now button 😊

   **Sandy Hamilton commented on JCYSL's post.**
AYSO Region 322 | Jefferson County Youth Soccer League Tue, Feb 28 2023 at 10:35 PM (America/New_York)
We have a large number of players in the waiting list but unfortunately coaches are in short supply. We are looking for coa...

Comment:
Jason Romage

   **Adam Christopher commented on JCYSL's post.**
AYSO Region 322 | Jefferson County Youth Soccer League Tue, Feb 28 2023 at 9:33 PM (America/New_York)
We have a large number of players in the waiting list but unfortunately coaches are in short supply. We are looking for coa...

Comment:
Chuck Lynch



Hi Dan!
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Account "AYSO" has 2 new Facebook Private Message.

JCYSL (Location):

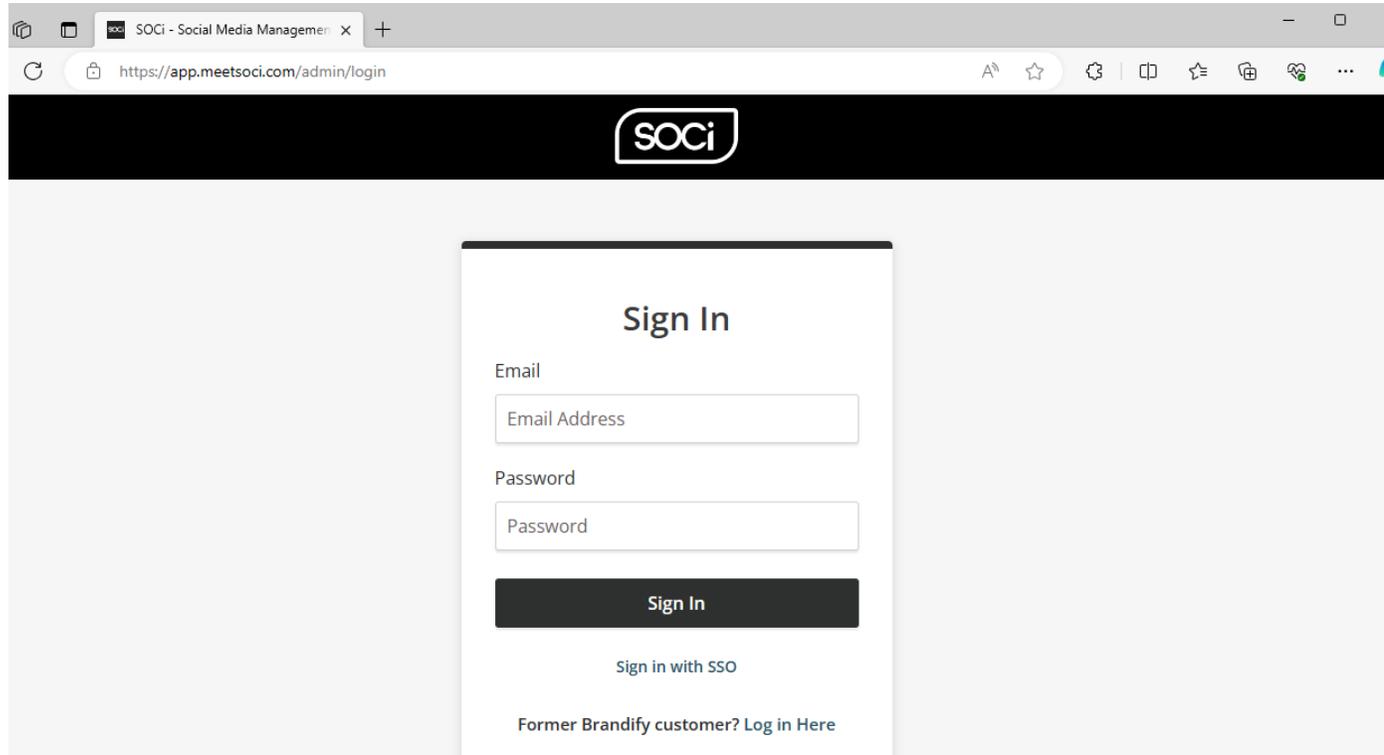
   **Facebook user sent JCYSL 1 private message.**
AYSO Region 322 | Jefferson County Youth Soccer League Mon, Feb 27 2023 at 6:42 PM (America/New_York)
Hello! This will be our first year with AYSO, which we're very excited for! When can we anticipate finding out the schedule (practice days/times)? With another child in multiple dance classes and a husband who works second shift, I'm anxiously awaiting to find out if and when I need to recruit help. lol Thanks for any help you can provide!

   **Ben Bowman sent JCYSL 1 private message.**
AYSO Region 322 | Jefferson County Youth Soccer League Mon, Feb 27 2023 at 6:39 PM (America/New_York)
Do you know what the practice schedule is for the 6U boys?



Live Dashboard

- <https://app.meetsoci.com/admin/account/4300>



With SOCi set up, you get...

- Greater visibility in Search Engines.
- An optimized Google Business Page profile.
- Ability to schedule social media content weeks or months in advance.
- Ability to monitor and respond to all of your social media engagements and incoming reviews.
- Ability to connect your business review pages for top sites like Facebook, Google My Business, Yelp, and more.
- Access to content libraries and response templates.
- Access to a powerful (and easy) survey tool – get feedback!
- Keyword sentiment analysis.
- Insights and analytics to help you take action.
- And more!

Region Benefits

- More people see and find your program, including your current families.
- See and know what is happening with your program in online communities.
- Easy to maintain, lessens the impact of volunteer turnover in local marketing tasks.
- Your changes and updates automatically populated across the full network of listings.
- New, enduring, and powerful tools to know how you are doing/what people are saying about you...and how to collect positive reviews.
- Social Media scheduling features.
- Built-in survey tool.

Get Started Today!

Save time and optimize your Region's online presence with SOCi!

20-minute setup form –
SOCi does the rest!



<https://bit.ly/AYSO-SOCi>

The SOCi platform is provided as a benefit of AYSO membership, at no cost to your Region. Take advantage of it!



Save time and optimize your Region's online presence

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