



2026 SOCIAL MEDIA TOOLKIT



As FIFA World Cup 2026™ approaches, we are excited to join forces with our partner cities through the **Kick It In The District** campaign to help bring the energy of the tournament into our communities.

Supporting Your Local Businesses

As a city partner, your support plays a key role in participation. We encourage you to:

- Connect with businesses in your area who are hosting watch parties
- Engage with and repost content from participating locations
- Celebrate businesses that are actively participating



In This Packet...

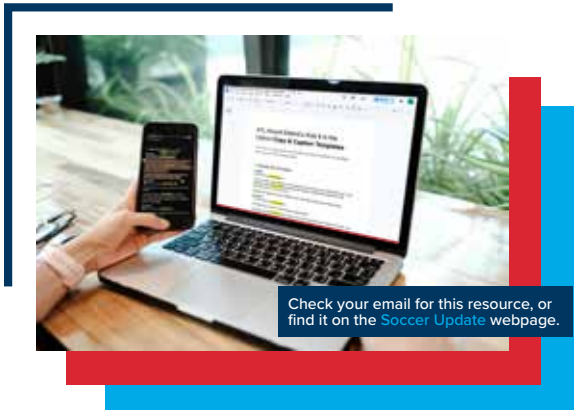
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CONTENT & SCHEDULING

Copy & Caption Templates

To help you easily formulate posts for your social platforms, we've created [templated captions](#) that you can copy, past, and customize to spotlight your city and local businesses.



Download Your Social Graphics!

We've put together a repository of professional, on-brand, ready-to-post social graphics that you can easily download and use.

- [Open the Dropbox folder.](#)
- Double-click the General Promotion folder (for ATL Airport District-branded images) or your respective city's folder.
- Double-click each graphic that you'd like to download, then click the download button to save. (Depending on view settings, this may be the word "Download" or a downward arrow with a line below it.)
- Select a download location for the file. This is where you'll browse for the file when attaching it to your social post.

Posting Cadence Suggestions

We recommend a cadence that keeps your audience informed without overwhelming your feed.

Weekly

2–3 posts per week highlighting:

- Participating businesses
- Upcoming matches
- Watch party roundups ("Where to Watch This Week")

Match Week

Before Matches

- 1 roundup post ("Where to Watch in [City Name]")
- 1–2 individual business spotlights

Day Of Match

- 1 reminder post
- 3–5 Stories:
 - › Reposting businesses
 - › Sharing live energy
 - › Quick reminders of locations

After Matches

1 recap post or Story highlighting turnout and community vibe

Stories Strategy

(Highly Recommended)

Stories are one of the easiest ways to amplify multiple businesses quickly.

Use Stories to:

- Repost partner business content
- Share multiple watch party options in one day
- Highlight real-time energy and crowds

Tip: *Even 3–5 quick story frames can significantly expand reach.*



FACEBOOK EVENT PAGE

To create a centralized destination for fans during the FIFA World Cup 2026™, the ATL Airport District has created one official, [District-wide Facebook Event Page](#) that your city is invited to join as a co-host.

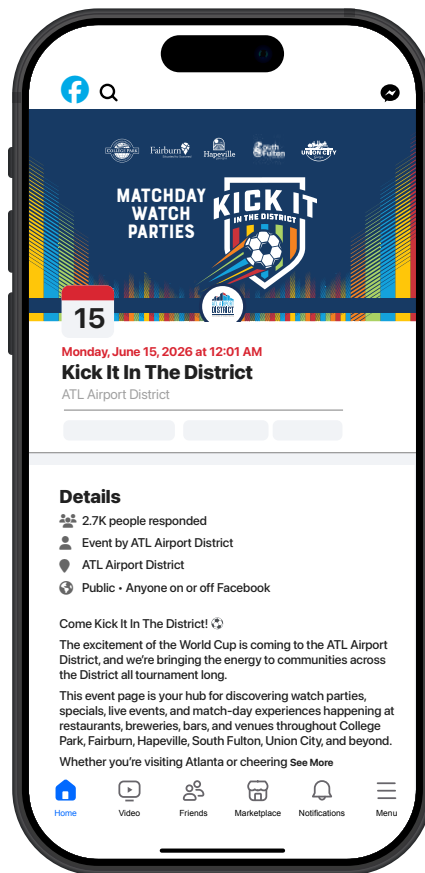
How This Works

This event page will serve as a one-stop hub for:

- Watch parties happening across all partner cities
- Match schedules and key moments
- Participating businesses throughout the District

Rather than each city creating separate event pages, this shared space allows us to:

- Consolidate visibility and drive higher overall reach
- Make it easier for audiences to find where to watch
- Create a more unified, high-energy campaign presence



Your Role as a Co-Host

As a co-host, we encourage your city to actively engage on the event page by:

- Sharing the event to your city's Facebook page
- Inviting your audience and community members
- Posting in the discussion feed to highlight:
 - › Local businesses hosting watch parties
 - › Match reminders and weekly roundups
 - › Photos, videos, and real-time updates

Encouraging Business Participation

We also encourage cities to:

- Invite participating businesses to engage with the event page
- Tag businesses in posts and comments
- Share direct links to specific watch party details when possible



Why This Matters

The more active this event page is, the more visibility it will generate—for your city and your local businesses.

Think of it as a shared digital gathering space where fans can discover, plan, and engage throughout the tournament.



FIFA BRAND GUARDRAILS

As we prepare to promote watch parties around the FIFA World Cup 2026™, it's important to follow trademark and branding guidelines set by FIFA.

What to Know

FIFA owns and protects all official tournament branding, including logos, emblems, and certain branded language. Only official FIFA partners and sponsors are permitted to use these assets for commercial purposes. Since ATL Airport District and its partners are **not** official FIFA Rights Holders, we must avoid any use that could imply an official affiliation.



Best Practices

**When in doubt,
keep the focus on:**

- Your destination and its businesses
- The watch party and event experiences happening across the city
- The excitement of the matches

What NOT to Do

To stay compliant, please avoid:

- Using official FIFA logos, emblems, or branding
- Designing graphics that mimic official tournament branding
- Suggesting your business is an “official partner,” “sponsor,” or “affiliated with FIFA”
- Using the phrase “FIFA World Cup” in your marketing

What You CAN Do

You can absolutely promote your watch parties—just keep it general and celebratory.

- Use phrases like:
 - › “Soccer Watch Party”
 - › “International Soccer Tournament”
- Incorporate:
 - › Country flags
 - › Team colors
 - › Soccer imagery (balls, fields, fans, etc.)
- Focus on the experience in your destination

Need Guidance?

If you're unsure whether something is compliant, feel free to reach out to our team with any questions at marketing@atldistrict.com.