



COMMUNICATIONS TOOLKIT

The **NATA Communications Toolkit** is designed to help NATA districts distribute information to their membership. Keep reading to find the following:

- **Sample Communications Strategic Plan**
 - Creating a plan is the first step toward success. This sample shows the traditional components of a communications plan, which helps provide focus and structure for an organization's communication strategy.
- **Template: Annual Communications Calendar**
 - Organize your communications with this calendar, which provides a broad overview of scheduled events, promotions and campaigns.
- **Template: Monthly Communications Run Sheet**
 - For those who have multiple people on the communications team, a run sheet is designed to provide the month's strategic focus and keep everyone on the same page. It should be distributed at the beginning of the month to help organize that month's strategies and tactics.
- **Social Media Best Practices**
 - Want to expand or improve your social media presence? This document provides tips and tricks for social media managers.
- **Measuring Social Media Efforts**
 - Wondering how to measure if your social media tactics are working? This document provides an overview of Twitter and Facebook analytics.
- **NATA News District News Submission Calendar**
 - Get your district information included in the NATA News by following the guidelines and deadlines on this calendar.
- **NATA Verbal Style Guide**
 - Athletic training has its own terminology, and NATA follows specific rules within its publications. Districts are encouraged to adopt these guidelines to help convey a consistent message to the general public.
- **Logo Guide for Districts & States**
 - Interested in a district or state logo incorporating NATA's "AT" symbol? We'll explain the logo design process within this guide.

To download these documents and templates, visit www.nata.org/resources/marketing-communications-resources.

If you have further questions, contact NATA Communications Manager Beth Sitzler at beths@nata.org.

[Sample] Communications Strategic Plan

[SAMPLE] COMMUNICATIONS MISSION

Develop and utilize all communication vehicles to advance _____ initiatives; collaborate with other departments/volunteers to communicate relevant news to membership; drive conversation and member engagement to increase the value of _____ members.

Note: A communications strategic plan should be designed to execute a district's strategic plan. Communications goals should be aligned with district goals. If you need assistance with your strategic plan, contact NATA Communications Manager Beth Sitzler (beths@nata.org).

Marketing/communications plans usually contain the following information for each goal:

Goal

- **Metrics** (how you will measure the success of the goal – can be statistics or task deadlines)
- **Strategies** (how you plan to accomplish the goal)
 - **Tactics** (specific plans/techniques to achieve the strategy)
 - Include **launch dates** for each strategy and tactic so progress can be measured
- **Progress Checkpoints** (designated times to assess progress toward the goal)
- **Reporting** (statistics and other measurements to gauge progress toward the goal)
- **Target** (target audience for the particular goal)
- **Budget Implications** (costs involved with proposed strategies and tactics)

The next page shows an example goal and how the metrics, strategies, tactics, etc., factor into the success of that particular goal.

[Sample] Communications Goal: Utilize communication channels to increase professional pride within the ____ membership, emphasizing _____ resources to help ATs advocate on behalf of the profession. Grow overall reach of and audience for communication vehicles to increase awareness and influence of athletic training profession.

[SAMPLE] METRICS

- Increase overall web traffic by ___% (Baseline: _____ monthly visits in 2020)
- Conduct membership experience survey by Aug. 15

[SAMPLE] STRATEGIES

- Reorganize the website with a focus on improved navigation to improve member experience. [Launch date: February](#)
- Utilize social media channels to foster a sense of community and engagement among the membership. Utilize contests (2-3/year), hashtags (6-10/year) and live-Tweeting (5-6 events/year) to encourage participation. Cross-promote LinkedIn conversations on other channels to encourage more dialogue. [Launch date: Ongoing](#)
- Promote the online newsletter and blog in targeted e-blasts to increase online engagement and visitors to the website. [Launch date: May - December](#)

[SAMPLE] TACTICS

- Conduct interactive social media campaigns around the following key initiatives: NATM, membership renewal, annual meeting and advocacy activities. All events will be live-Tweeted with a specific hashtag to encourage awareness and member interaction. [Launch dates: March, June, October](#)

[SAMPLE] PROGRESS CHECKPOINTS

- Checkpoints every two weeks for website reorganization project, coinciding with the vendor's two-week sprints
- Monthly checkpoints for newsletter and blog
- Monthly digital communication reports

[SAMPLE] REPORTING

- Member experience survey results
- Monthly reports on social media, eblasts, website analytics

[SAMPLE] TARGET

- Members

[SAMPLE] BUDGET IMPLICATIONS

- Cost for vendor to reorganize website: \$_____
- Consider investing in more sophisticated social metrics \$_____

COMMUNICATIONS CALENDAR: Use this as an internal guide to keep track of each month's activities and events that align with your communications strategic plan. It should be helpful to see which months are too busy to initiate new activities and which months have complementary topics/points of emphasis.

JANUARY

FEBRUARY

MARCH
National Athletic Training Month

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

[SAMPLE] **COMM TEAM RUN SHEET: MARCH**

Publication/Newsletters

- March: NATA convention education preview
- Working on: April – The Education Issue
- Prepping for: May – Hall of Fame/Awards

Blog/Social/eblasts

- National Athletic Training Month
 - o Update profile pics on social media channels to NATM logo
- NATA convention registration opens in March
- NATM Poster Contest
- NATM Public Relations Contest

Websites

- Promote NATM resources
- Continue homepage re-organization
- NATA convention registration launches in March

Current Marketing Campaigns:

- NATA convention
- Membership recruitment

Upcoming Events

- Capitol Hill Day | [Washington, D.C.](#)
- NATA 2020 (June 17-20) | [Atlanta](#)

Additional Points of Emphasis:

- NATA convention speaker videos
- Encourage online readership of blog/magazine/newsletter
- Encourage NATM participation

NATA Social Media Best Practices

Social media platforms (i.e. LinkedIn, Instagram, Facebook, etc.) have the potential to increase your public profile. Through them you can create grassroots campaigns, engage with your target audience and industry influencers and build expert and brand awareness. If you create and share worthwhile content, you can also position your social site as a resource for influencers, AT enthusiasts and ultimately increase your followers/fans. ²

**If you have additional questions about setting up or monitoring your social media accounts, contact Todd Christman (toddc@nata.org), who oversees NATA's social media efforts.*

Setting up your social accounts

If you want to set up a social media account that is affiliated with NATA or a specific district, contact Todd Christman (toddc@nata.org) so he can set it up for you.

How-to guides for beginners

If you're a complete novice to the social media world, here are a few helpful resources that can direct you. They all are broken down by social network, so you can easily find the specific information you need.

1. <https://moz.com/beginners-guide-to-social-media>
2. <https://blogs.constantcontact.com/social-media-quickstarter/>
3. <http://www.gcflernfree.org/topics/socialmedia/>

Image size guide

Facebook

Profile picture: 180×180 pixels

Cover photo: 851×315 pixels

Twitter

Profile photo: 400×400 pixels

Header image: 1,500×500 pixels

Image details for other social media channels can be found here:

www.dailydesignbreak.com/infographics/cheat-sheet-the-designers-guide-to-social-media-sizing

Content Management Tips

Management systems such as Hootsuite (<https://hootsuite.com>) and Tweetdeck (<https://web.tweetdeck.com>) make it much easier to view not only your own content but content posted by others that involves or is about you. Features of these systems include scheduling posts, setting up a dashboard where you can easily see other timelines you create to view searches, mentions, favorites and hashtag tracking.

Measurement & Analytics

There are a variety of ways to delve into the statistics of your social accounts. Twitter and Facebook offer their own analytics services (<https://analytics.twitter.com> and www.facebook.com/insights). You can also employ outside services, some of which are free (or offer free options), or explore other options that are offered at a variety of price points. A free and easy place to start is <http://twittercounter.com>, which tracks your number of followers over time.

Social Media Best Practices

1. **Determine the strategic areas of focus for your state/district/target group.**

This discussion and/or work should happen prior to engaging socially. Your social media plan should support overall strategic goals.

2. **Establish a social media community team.**

Your community team is comprised of people who are most actively listening and engaging on behalf of the brand/group and through the group page. These are the individuals who will develop content, listen and engage in conversation on behalf of your group. This does not mean other members of the group/organization are not actively involved in the conversations. Ideally, your entire group/organization is social. However, your community team will be the facilitators, deliberately listening and engaging on behalf of your group/organization.

3. **Identify roles, responsibilities and expectations.**

Content Creator and Distributor: Develops the editorial content calendar, schedules delivery and posts on social site(s).

Listener: Social listening is simply monitoring social scenes for relevant topics/brand mentions. Being an active listener means that you can alert appropriate parties when necessary to any issues as they occur.

Engager: Appropriately engaging with and responding to social fans/followers.

4. **Establish your voice/tone for your social communication.**

NATA has adopted a professional but conversational and transparent approach to social media engagement. Openness goes a long way in social media. It's a big part of building trust with your social community.

Also, if your goal is to be a resource, consider that when engaging with followers/fans. In addition to content, what can you provide that will enhance their experience with you socially (i.e., resource sharing, video from a district leader, etc.).

5. **Determine and educate yourself on what to respond to and what not to respond to.**

As a part of the listening process, you must determine the types of comments/posts you will and will not respond to.

NOTE: When posting content on behalf of the AT profession and/or NATA, different rules apply. If the conversation is peer-to-peer and no question has been posed to you (or

your page), should you jump in? The general rule of thumb is no. Let the conversation grow organically. If, however, there is a question about NATA, formal positions/statements, resources or the like that warrants your engagement, feel free to respond. However, please keep your response objective and short. If you are not sure how to respond to a post or would like someone to review your response, contact the national communications team before responding.

The following are a few good opportunities for engagement:

- Mentions of NATA, your district or your committee's participation in industry events or presentations
- Compliments
- Customer service/support issues or inquiries

As a rule-of-thumb, respond to the good and bad, but not the ugly. Though it may be tempting to respond to positive feedback and delete the negative, don't. If you receive negative feedback, take it as constructive criticism and an opportunity to improve. If someone is complaining, they're more than likely looking for a resolution. Very rarely do people merely want to complain. Therefore, respond as quickly as possible and avoid the urge to purge.²

- Questions/inquiries about processes, policies, recommendations, etc. that provide you with an opportunity to educate or direct the fan/follower to support resources
- Membership inquiries
- Membership benefit inquiries

When is responding not advised?

Consider the saying "don't feed the trolls." Knowing when to take the high road and when not to engage is as important as knowing when you should respond. On occasion there will be people who want to engage in a public debate and perhaps embarrass the brand. If you respond to these types of posts, you will be feeding that need. Most people see through the effort of these people and they don't expect you to feed the trolls – so don't. Instead, please forward this information to NATA's Todd Christman at toddc@nata.org.

The following are some examples of posts that you may choose to avoid responding to:

- Generic mentions among a sea of other associations or health care professionals, without commentary that's positive or negative
- Sarcastic, snarky or potentially inflammatory comments
- Straight retweets of company content or company news without any additional commentary
- Peer-to-peer conversations that mention your company in passing, in which your involvement could be perceived as intrusive
- Posts that require national office intervention, negative post or misinformation you need to correct (Please forward this posts to the national communications team.)
- Rumors, law suits, negative media attention/press for NATA or any company, organization and/or third party entity (Please forward this information to the national communications team.)

Information that you want to avoid sharing includes:

- Any NATA national news that has not been formally communicated by the national office
- Job postings. All AT job postings are to be listed in the Career Center only
- Political announcements/endorsements
- Corporate and/or product mentions, including messages from sponsors
- Public apologies or explanations of action
- Profanity or inappropriate subject matter

BEST RULE OF THUMB: WHEN IN DOUBT, DON'T POST.

Social Media Live Streaming Tips

(if you would like to explore live streaming opportunities, contact marketing@nata.org)

Start early

To allow time for live notifications to be received and for the few seconds that the video may lag

Promote ahead of time

Preferably two weeks in advance, day before and one hour before live is to start. Ask audience to share as well

Duration – 30 minutes at minimum

This allows time for viewers to join. If video is longer than 30 minutes repeat topic for new viewers joining

Wi-Fi

Signal testing – Camera app

Time

Is the prime audience available at the desired time?

Consider Audience

Is content relevant to all followers? If not, customize a Facebook group

Engage with comments

Interact with viewers. Include them in conversation by answering questions, and addressing them by name – to increase interaction

Preferred Number of Speakers

Small number of static speakers (preferably 1-2, no more than 4)

Visual appeal

Consider lighting, setting, number of speakers

Volume

Broadcast from a small space, such as an office, to eliminate echo and ambient noise.
Viewers - encourage viewers to use earphones if they are viewing on a computer.

Equipment needed

- Camera
- Camera battery
- iPad
- Hotspot
- Power strip
- Tripod

*Fully charge all items the day before: camera and camera battery

**Run tests!!!

Why (and How) You Should Use Facebook Live

To Connect with Your Audience in the Most Genuine, Human Way Possible

To Answer Questions in Real Time

To Showcase an Event to People Who Couldn't Attend In Real Life

To Share Industry-Related Updates

To Show Off Your Company Culture

<https://www.wordstream.com/blog/ws/2017/07/31/facebook-live-guide>

Facebook Live Tips

Introduce Yourself Regularly

Make Your Video Visually Engaging

Know Your Target Audience

Reinforce Your Authority

Only Broadcast When You Have a Strong Signal

Have a Structure

Check the Comments

Ask for Follows, Shares, Likes, and Notifications

Use Teasers

Buy a Mic and Camera

<https://www.makeuseof.com/tag/tips-broadcasting-facebook-live/>

Facebook Live Best Practices

Face a Window!

Film Horizontally on Your Mobile Device

Create a Few Practice Videos on Your Pro

Get Personal

Smile, and Be Properly Caffeinated!

Embrace Small Mistakes

Ask Your Viewers to Interact

Have Someone Monitor Comments and Feed You Questions

Call Out Your Commenters by Name
Give an Actionable Sign-Off
Upload a Custom Thumbnail
Pin Your Post to the Top of Your News Feed
Add Captions to Your Video
If Your Video was a Real Hit, Make it the Featured Video
Promote Your Video After the Fact
Analyze Your Masterpiece

<https://www.wordstream.com/blog/ws/2017/07/31/facebook-live-guide>

Facebook Live Mistakes to Avoid

Be unclear in your heading and description
Make it short
Use it as a sales pitch
Include long awkward pauses
Make it low-quality
Alienate your audience
Drop out/ start buffering
Broadcast to nobody
Finish the stream and forget about it

<https://www.socialmediatoday.com/news/9-common-facebook-live-mistakes-to-avoid/543093/>

More Social Media Tips

Social media K.I.S.S (Keep It Significant and Shareable)

The most critical component of social engagement and success is your ability to develop content that initiates and encourages organic conversation and sharing.

Develop an editorial calendar that addresses the various needs of the social fans/followers in your network. Create content that's engaging, contextually relevant and shareable. Think beyond the basics and use polls, promotional content and questions to your advantage.³ As with our natural conversation, which is never one dimensional, your editorial calendar should include a balance of content that is educational, resourceful, entertaining and encourages engagement and action.

Growing Your Network

While large numbers are impressive, the most effective measure of social success is engagement. Therefore, while you want to grow your network, focus on organic (earned) fans/followers based on providing relevant, significant and shareable content. While there are several paid options to expedite fan/follower growth, NATA recommends organic and earned growth, which traditionally results in greater engagement.

- Create editorial content that fans will share. The more they share, the larger your network grows.
- Retweet and share influencer content.

- Include relevant handles/usernames in posts. When people see they are mentioned, they are more likely to retweet and favorite, which can help make their followers your audience.
- When posting a link, include at least some descriptive text. A link without any context does not lend itself to clicks.
- Use hashtags. Although most associated with Twitter, Facebook uses them now as well. Hashtags can be used to help spread the word about an event or campaign. They also allow for easier categorization and can be used as effective search terms.

References & Resources

Here are a couple of resources from social/digital communication experts that we frequent as a resource of information. We used the following resources to build this best practices document:

1. <http://mashable.com/2011/04/28/14-best-practices-for-long-term-social-media-success/>
2. <http://www.exacttarget.com/blog/social-media-best-practices-for-brand-engagement/>

Updated 09/03/19

NATA News Production Schedule 2020

**Please submit district news to Editor-in-Chief Beth Sitzler at beths@nata.org.

	Content Due to NATA	Ad Reservations Due	Ad materials due @ NATA	FILES & INSERTS DUE @ PRINTER
JANUARY	Nov. 19	Nov. 25	Dec. 4	Dec. 16
FEBRUARY	Dec. 12	Dec. 19	Jan. 3	Jan. 15
MARCH	Jan. 23	Jan. 29	Feb. 5	Feb. 17
APRIL	Feb. 25	March 2	March 9	March 19
MAY	March 23	March 29	April 3	April 16
JUNE	April 22	April 28	May 5	May 15
JULY	May 27	June 2	June 9	June 18
AUG/SEPT	July 22	July 27	Aug. 4	Aug. 17
OCTOBER	Aug. 21	Aug. 27	Sept. 4	Sept. 17
NOVEMBER	Sept. 22	Sept. 28	Oct. 5	Oct. 15
DECEMBER	Submission aren't accepted this edition	Oct. 28	Nov. 4	Nov. 16

NATA Verbal Style Guide

January 2020

Associated Press is the default style of NATA.

Athletic trainer or AT

- Athletic trainer or AT are the preferred terms. NEVER use trainer or certified trainer. If this occurs in a direct quote, use “[athletic] trainer” or “certified [athletic] trainer.”
- Use AT as the abbreviation. Use ATC only when referring to the credential, not to a person.
- Do not use ATC/L, ATC/R, LATC or any other combination of ATC, as the credential is trademarked.
- We do not use “certified athletic trainers” unless the circumstance requires distinction. We do allow this term within BOC submissions to NATA publications.

Athletic training

- “Athletic training” and “athletic trainer” are not capitalized unless part of a proper noun.
- Avoid using “AT” as an acronym for the term athletic training as a noun. It may be used as an acronym in the adjective form.
 - Correct: The new AT facility was unveiled.
 - Incorrect: When studying AT, a student should...

Athletic training room/athletic training facility

- Preferred term is athletic training facility.
- Do NOT use training room.
- The Uniform Terminology Project group said, “We should refer to our secondary school and college-based work spaces as facilities or clinics.”

Athletic training students

- High school students are referred to as athletic training student aides, NEVER student trainers.
- College students are referred to as athletic training students, NEVER student trainers.

Athletic training education programs

The new acronym is “ATP.” We no longer use “ATEP.”

Athletic training “customer”

Per the Uniform Terminology Project group, athletic trainers treat patients or clients. “The committee recognizes that athletes still comprise a significant proportion of the population who receives our care. However, once an athlete (or any other individual who receives our services) becomes injured, he or she is a patient. Client should be used for situations where individuals receive our services – usually preventative in nature – on a fee-for-service basis.”

Credentials

- Use credentials on first reference. (Check Nimble to confirm certification.)
- Follow the BOC’s guidelines on listing and abbreviating (degree, license, credential)
- Do not use periods within credentials (contrary to AP Style).
 - Correct: John Doe, PhD, ATC
- Use commas after the credential: John Doe, PhD, ATC, works for Mercy Hospital.
- Use a maximum of three credentials, with educational degrees listed before professional certifications. At least one of the three credentials MUST be ATC (if the person is certified). The national credential supersedes the state license.

Health care

- “Health care” is two words unless part of a formal noun.
 - Correct: ATs are health care providers.
 - Correct: United Healthcare is an insurance provider.

NATA

- Plural possessive: National Athletic Trainers’ Association
- When using the abbreviation NATA as a noun, do not precede it with “the.”

- Correct: When NATA was founded...
- When “NATA” is used as an adjective, it’s proper to use “the.”
 - Correct: The NATA Governmental Affairs Committee is meeting this weekend.

NATA Research & Education Foundation

Write out the full name on first reference and use “NATA Foundation” subsequent references. Do NOT use “the Foundation” or “REF.”

Districts

NATA comprises 10 districts, each incorporated separately. We spell out each district number (even District Ten, contrary to AP Style) in NATA publications. Refer to them as such:

- District One or Eastern Athletic Trainers’ Association or EATA
 - Connecticut Athletic Trainers’ Association or CATA
 - Rhode Island Athletic Trainers Association (no apostrophe) or RIATA
 - Athletic Trainers of Massachusetts or ATOM
 - Vermont Association of Athletic Trainers or VAAT
 - New Hampshire Athletic Trainers’ Association or NHATA
 - Maine Athletic Trainers Association (no apostrophe) or MATA

- District Two or Eastern Athletic Trainers’ Association or EATA
 - Delaware Athletic Trainers Association or DATA
 - Athletic Trainers’ Society of New Jersey or ATSNJ
 - New York State Athletic Trainers’ Association or NYSATA
 - Pennsylvania Athletic Trainers’ Society or PATS

- District Three or Mid-Atlantic Athletic Trainers’ Association. Avoid MAATA because District Five is also MAATA.
 - Maryland Athletic Trainers’ Association or MATA
 - North Carolina Athletic Trainers’ Association or NCATA
 - South Carolina Athletic Trainers’ Association or SCATA
 - Virginia Athletic Trainers’ Association or VATA
 - West Virginia Athletic Trainers’ Association or WVATA
 - Also the District of Columbia

- District Four or Great Lakes Athletic Trainers’ Association or GLATA
 - Indiana Athletic Trainers’ Association or IATA
 - Illinois Athletic Trainers Association (no apostrophe) or IATA
 - Michigan Athletic Trainers Society (no apostrophe) or MATS
 - Minnesota Athletic Trainers’ Association or MATA
 - Ohio Athletic Trainers’ Association or OATA
 - Wisconsin Athletic Trainers’ Association or WATA
(GLATA also includes Manitoba and Ontario in Canada)

- District Five or Mid-America Athletic Trainers’ Association. Avoid MAATA because District Three is also MAATA.
 - Iowa Athletic Trainers’ Society or IATS
 - Kansas Athletic Trainers Society (no apostrophe) or KATS
 - Missouri Athletic Trainers’ Association or MOATA
 - Nebraska State Athletic Trainers’ Association or NSATA
 - North Dakota Athletic Trainers’ Association or NDATA
 - Oklahoma Athletic Trainers’ Association or OATA
 - South Dakota Athletic Trainers’ Association or SDATA

- District Six or Southwest Athletic Trainers’ Association or SWATA
 - Arkansas Athletic Trainers’ Association or AATA
 - Texas State Athletic Trainers’ Association or TSATA

- District Seven or Rocky Mountain Athletic Trainers' Association or RMATA
 - Arizona Athletic Trainers' Association or AzATA
 - Colorado Athletic Trainers' Association or CATA
 - New Mexico Athletic Trainers' Association or NMATA
 - Utah Athletic Trainers' Association or UATA
 - Wyoming Athletic Trainers' Association or WYOATA
- District Eight or Far West Athletic Trainers' Association or FWATA
 - California Athletic Trainers' Association
 - Nevada Athletic Trainers Association (no apostrophe) or NEV-ATA
 - Hawaii Athletic Trainers' Association or HATA
- District Nine or Southeast Athletic Trainers' Association or SEATA
 - Alabama Athletic Trainers' Association or ALATA
 - Athletic Trainers' Association of Florida or ATAF
 - Georgia Athletic Trainers' Association or GATA
 - Kentucky Athletic Trainers' Society or KATS
 - Mississippi Athletic Trainers' Association or MATA
 - Louisiana Athletic Trainers' Association or LATA
 - Tennessee Athletic Trainers' Society or TATS
- District Ten or Northwest Athletic Trainers' Association or NWATA
 - Alaska Athletic Trainers' Association or AATA
 - Idaho Athletic Trainers' Association or IATA
 - Oregon Athletic Trainers' Society or OATS
 - Montana Athletic Trainers' Association or MATA
 - Washington State Athletic Trainers' Association or WSATA
 (NWATA also includes Alberta, British Columbia and Saskatchewan)

NATA Committees

When referring to NATA committees, always include NATA in front of the committee name on first reference (i.e., NATA Young Professionals' Committee). On second reference, use the acronym without NATA (i.e., YPC).

Numbers

Use numerals in relation to the amount of continuing education credit received. In all other circumstances, follow AP Style.

- Remember to use “more than” when referencing a numerical amount, not “over.”
 - Correct: More than 20 people attended.
 - Incorrect: Over 20 people attended.

Orthopedic/Orthopaedic

Per AP Style, use the American spelling (orthopedic, orthopedics). Use the British spelling (orthopaedic) only as part of a proper noun.

- Correct: The American Academy of Orthopaedic Surgeons has issued a new position statement on orthopedic injuries.

Website

Proper usage is “website,” rather than the previous AP Style of “Web site.” Also, use webcam, webcast and webmaster. But as a short form and in terms with separate words, the Web, Web page and Web feed.

Evidence-Based Practice CEUs

Write out the full term, all words capitalized, in the first reference and use “EBP” for subsequent references.

Continuing education and CEUs

- When describing a numerical amount of units earned or available, the proper acronym is CEU.
 - Correct: Up to 14 CEUs available
- When describing the general term of “continuing education,” CE is an acceptable acronym.
- When obtaining CEU credit, the person receives a “Statement of Credit” instead of the former term, “certificate.”

Convention Terminology

- The proper name in 2020 is 71st NATA Clinical Symposia & AT Expo. On second reference, it's “convention” or “NATA convention” or “NATA 2020.”
- The correct names and treatment of various functions at the convention are:
 - Athletic Training Student Seminar, or ATSS
 - ATSS Ron Culp NBATA Cadaver Workshop, or cadaver workshop
 - AT Expo
 - National Quiz Bowl, or quiz bowl, or student quiz bowl, which awards the Eve Becker-Doyle Quiz Bowl Championship Cup
 - Pinky Newell Scholarship & Leadership Breakfast

Student Athletes

We refer to “student athletes,” without a hyphen.

Nonmembers

The proper term is “nonmember,” without a hyphen.

Return-to-play vs. return to play

Return to play is hyphenated when part of a compound modifier.

- Correct: The AT is in charge of making return-to-play decisions.

Do not hyphenate when saying “John will return to play tomorrow.”

Doctor vs. physician

Use the term “physician” instead of “doctor” to avoid confusion, since “doctor” can designate a PhD as well.

Addresses

- Use the abbreviations “Ave., Blvd., and St.” only with a number address; spell out and capitalize when part of formal street name without a number
 - Correct: He lives at 555 Washington St. She lives off Walnut Avenue
- Even with a number address, all similar words (lane, road, court, parkway, etc.) are always spelled out
 - Correct: She lives at 555 Jefferson Parkway, while he lives at 555 Washington St.
- When using a full address, with state and zip code, use the two-letter postal code abbreviation
 - Correct: John Doe, 1620 Valwood Parkway, Carrollton, TX 75006
- When using a city and state, always write out the state
 - Correct: Carrollton, Texas

DISTRICT & STATE LOGOS

Logo options have been provided for each of the 10 NATA districts.



* When the reversed "AT" doesn't work with the other letters in the acronym, it is acceptable to keep all letters the same color.



Basic Logo

NATA will provide each state and district athletic training organization with a logo that incorporates the signature "AT" from the national logo (example above). Districts and states may specify the logo color and the text at the bottom of the graphic (to be limited to state or district number and/or name).

Custom Logo

NATA will provide the "AT" portion of the logo to any state or district athletic training organization that wishes to develop a custom logo utilizing this key component of the national design. The organization may specify the color of the "AT" to ensure it aligns with other elements (outlines of state(s), etc.) of their state/district version. The "AT" artwork provided by the national office must be used in the custom design in order to maintain the integrity of this fundamental element of the brand. The organization may then:

- a) Work with their designers to develop a unique logo that utilizes the "AT." Because the association holds the copyright to all logo components, staff must approve the final logo.
- b) Work with NATA's freelance designer to develop an individual logo that incorporates the "AT" into a professional state- or district-specific logo. Each organization will be responsible for bearing the costs associated with logo development (estimated design fee: \$100). NATA staff will have final approval of the logo.

