



SHE CALLS THE PLAY

FACEBOOK MEDIA KIT / OCTOBER 2026

HER FIELD. HER POWER.

Girls flag football apparel.
A community that cheers her on.

EXPLORE THE COLLECTION

BRAND STORY / SOCIAL POSTS / CAPTIONS





SHE CALLS THE PLAY

BRAND INTRODUCTION

MADE FOR HER GAME.

She Calls The Play puts girls flag football front and center - with apparel for players, families, coaches, and the support squad.

STRONG

Show up with pride. Celebrate the effort behind every play.

FEARLESS

Make room for confidence, ambition, and girls taking the field.

LEADERSHIP

Recognize the players and people moving the game forward.



SHE CALLS THE PLAY

PRODUCT SPOTLIGHT

APPAREL WITH SOMETHING TO SAY.



SHE RUNS ROUTES

[VIEW ON ETSY](#)

LISTING 4588293754



SHE RUNS ROUTES

[VIEW ON ETSY](#)

LISTING 4585983979



SRR BADGE

[VIEW ON ETSY](#)

LISTING 4585395031

Shop the listing for current sizes, colors, pricing, and delivery details. Product photos show examples; options vary by listing.



SHE CALLS THE PLAY

PRODUCT SPOTLIGHT

APPAREL WITH SOMETHING TO SAY.



PULLING FLAGS &
TAKING NAMES

[VIEW ON ETSY](#)

LISTING 4589625019



SHE CALLS THE PLAY

[VIEW ON ETSY](#)

LISTING 4588305854



HER FIELD. HER GAME.
HER PLAY.

[VIEW ON ETSY](#)

LISTING 4588281215

Shop the listing for current sizes, colors, pricing, and delivery details. Product photos show examples; options vary by listing.



SHE CALLS THE PLAY

SHE BELONGS ON THE FIELD.

Wear your love for girls flag
football.

SHOP ON ETSY





SHE CALLS THE PLAY

SHE RUNS ROUTES.

For the player who makes
her own opening.

FIND YOUR FAVORITE





SHE CALLS THE PLAY

GIRLS SUPPORT GIRLS.

Players. Families. Coaches.
The whole support squad.

Bring your people.
Cheer her on.

FOLLOW THE SQUAD





SHE CALLS THE PLAY

NEVER MISS A PLAY.

New designs. Game-day inspiration.
A little more girl power in your inbox.

JOIN THE SQUAD

SIGN UP AT [SHECALLSTHEPLAY.COM](https://shecallstheplay.com)



SHE CALLS THE PLAY

COPY-AND-PASTE CAPTIONS

START THE CONVERSATION.

01 / BRAND INTRODUCTION

She belongs on the field. And her support squad belongs right beside her. She Calls The Play celebrates girls flag football with apparel for players, families, coaches, and everyone cheering her on. Find your next game-day favorite: <https://shecallstheplay.etsy.com>

02 / SHE RUNS ROUTES

She runs routes. She brings the confidence. Wear your love for girls flag football with our She Runs Routes designs. Explore the collection: <https://shecallstheplay.etsy.com> What position does your player love most?

Optional hashtags: #SheCallsThePlay #GirlsFlagFootball #GirlsSupportGirls #HerFieldHerPower



SHE CALLS THE PLAY

COPY-AND-PASTE CAPTIONS

START THE CONVERSATION.

03 / COMMUNITY

Girls support girls - on the field and beyond it. Follow She Calls The Play for fresh designs, game-day inspiration, and a community that cheers her on. Tag a teammate, coach, or proud supporter who belongs in this squad.

04 / NEWSLETTER

Never miss a play. Get new designs, game-day inspiration, and a little more girl power in your inbox. Join the squad at <https://shecallstheplay.com/#signup> and confirm your email to finish signing up.

Optional hashtags: #SheCallsThePlay #GirlsFlagFootball #GirlsSupportGirls #HerFieldHerPower



SHE CALLS THE PLAY

SUGGESTED TWO-WEEK PLAN

SHOW UP. KEEP IT SIMPLE.

DAY 1

Introduce the brand

Use graphic 01 + caption 01.

DAY 3

Spotlight a product

Use graphic 02 + caption 02. Link the exact Etsy listing.

DAY 5

Celebrate the support squad

Use graphic 03 + caption 03. Invite a conversation.

DAY 7

Invite newsletter signups

Use graphic 04 + caption 04.

DAY 10

Share a real sample

Photograph your shirt in daylight. Describe what you received.

DAY 14

Ask the community

Ask: Which saying should we design next?

Suggested cadence, not a performance guarantee. Adjust based on the responses your own audience gives you.



SHE CALLS THE PLAY

BRAND IDENTITY & CONTACT

CONNECT WITH THE SQUAD.

JACKIE MCELROY

Executive Director

Hello@SheCallsThePlay.com

ETSY	shecallstheplay.etsy.com
WEBSITE	shecallstheplay.com
FACEBOOK	www.facebook.com/SheCallsThePlay
INSTAGRAM	www.instagram.com/shecallstheplay00/
YOUTUBE	www.youtube.com/@SheCallsThePlay
PINTEREST	www.pinterest.com/shecallstheplay00/
TIKTOK	www.tiktok.com/@shecallstheplay00

OUR LOOK: hot pink #FF007F, deep black #0B0F17, and white #F8FAFC.

OUR VOICE: confident, welcoming, proud, and focused on girls flag football.

PARTNERSHIPS: contact Jackie to discuss collaborations and product features.