

# USING SOCIAL MEDIA EFFECTIVELY IN YOUR ATHLETIC DEPARTMENT





# Platforms

- What social media platforms are you currently using?

# What are they using?



- Our students and their families use all of the platforms available to them to stay connected to the world beyond their walls. Those platforms include:

- Twitter
- Snapchat
- Instagram
- Tik Tok
- YouTube
- Facebook

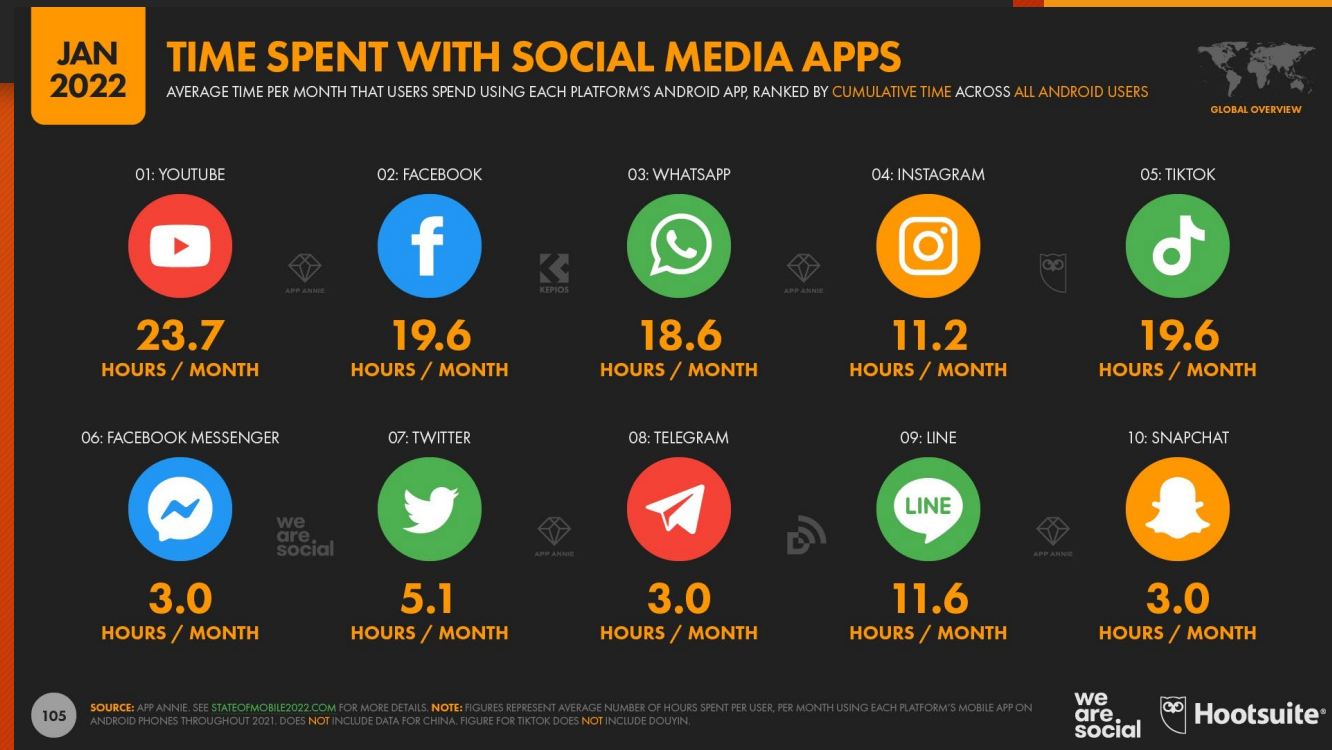




# Our World Today...

- Based on data from earlier this year this is the breakdown of the amount of time per/app that the average person was spending in their lifetime.
- “According to recent survey statistics from the Pew Research Center, the segment of adults frequently tracking current events through Facebook, Twitter, Instagram and other outlets has risen from 20 percent to 28 percent over the past year. In addition, surveys showed that for the first time, the adult population leans more heavily on social media for its news than print media.”

-Perry, 2020



# Why is Social Media Important

- More effective way of reaching the masses.
- Unlike the press it allows you to control the messages that are sent out to the masses.
- Allows you to highlight players, coaches, and teams
- Allows you to promote different activities, incentives, and community events
- Can generate revenue
- Can help create or build culture!!

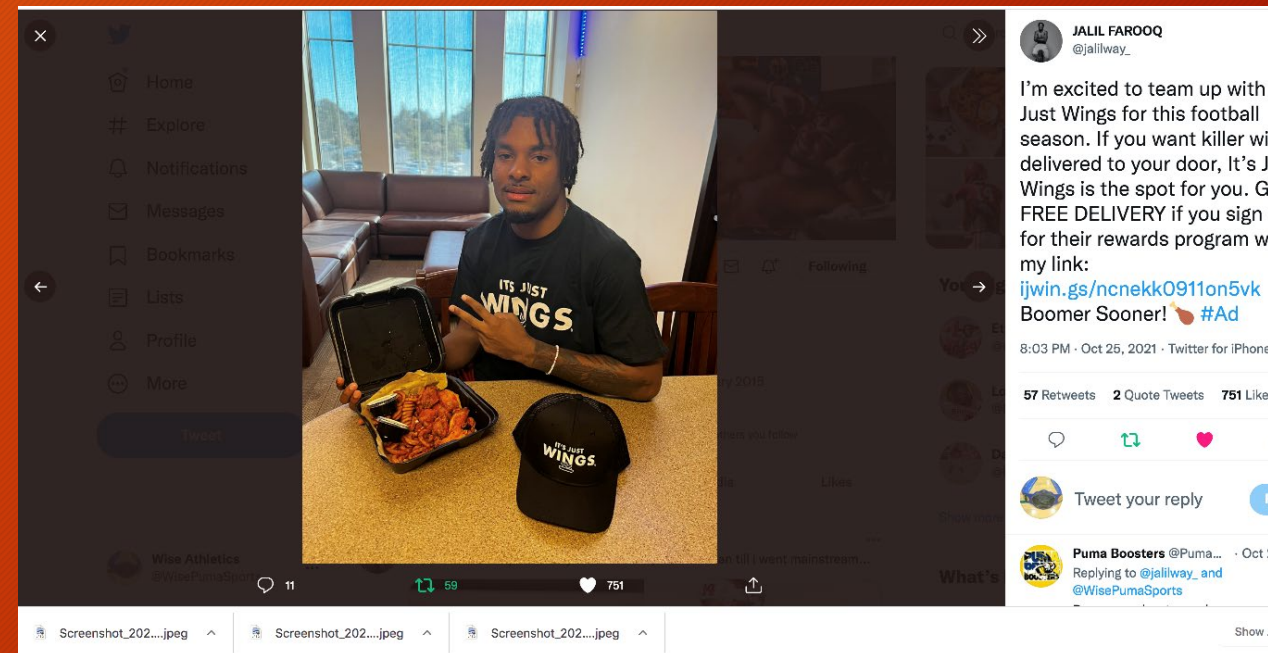


B.A.D. is an acronym used to describe how social media should be used by all in your program for:

- Branding
- Advertising
- Distribution of Information

# A couple of Buyer Beware's when it comes to B.A.D. Marketing.

- In this information and Naming, Image and Likeness (NIL) age Student athletes can tweet, snap and post themselves out of scholarship and branding opportunities.
- Protect your brand by limiting access to your accounts and monitoring the entire program.
- Refrain from responding to negative public comments about your school and student athletes.
- In your observations if you happen to stumble across any abuse or bullying, you must report it.
- Ineffective social media can cause your program to become dormant in this information age.





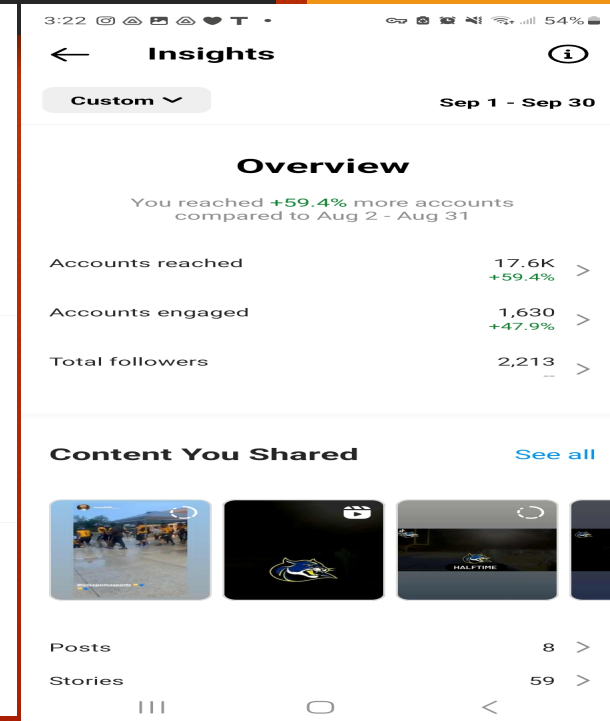
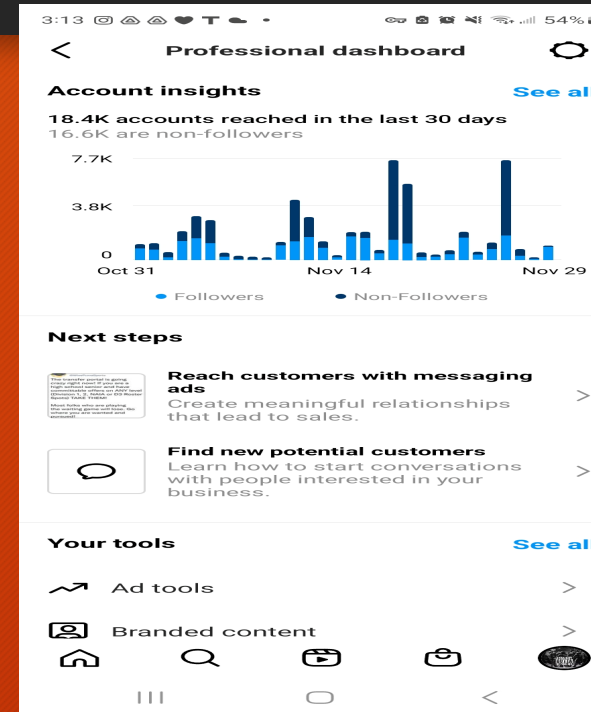
# How do I use these platforms for my program?

- Learn your school districts policy on social media usage and use that as the base for creating a B.A.D. system for your program.
- Talk to your student athletes to find out what platforms they are interested in using.
- Go to the various platforms to learn their capabilities.
- Use them to help create B.A.D. goals for your program.



# What are some examples of B.A.D. Goals?

- Increase followers of your program.
- Increase the presence in the community and on the web.
- Bring greater exposure to your program in the state/nation/world.
- Utilizing your social media presence to increase advertising dollars/donations to the program.
- To increase attendance at games which in turn increases revenue.



churchlandathletics\_

[Edit profile](#)



2,494 posts

2,854 followers

1,480 following

Churchland Athletics

Official Instagram page of Churchland High School (Portsmouth, VA) Athletics

[churchlandathletics.contactin.bio](https://churchlandathletics.contactin.bio)



# Branding



- Simplify your handles and be consistent.
- Take an honest assessment of your program and identify what it is that you do well.
- Use your social media platform to highlight those positive areas using consistent, catchy hashtags.
- Create a “business” account for your athletic program and run it in accordance with your school district’s social media policy.
  - This will give you access to the analytics of your posts







# What's Your bumper sticker?

Always  
Reppin'  
The Land

- Phrase or slogan that can be used with all social media postings
- Should be catchy and relate to the school or community
- Make sure you use it in your postings and get the students and staff to use it also when posting about school events.
- It will create a sense of pride within the school and help with culture. Possibly can lead to fundraising opportunities through merchandise sales!!

TheWiseWay  
WhyPayTwice



Wise Athletics @WisePumaSports · Sep 23

Congratulations Amare!!! Another [#WiseGuy](#) another offer! [#WeSETS](#) [#WeSendEmToSchool](#) [#TheWiseWay](#) [#WhyPayTwice](#) [#TrustTheProgram](#) and [#CASHOUT!](#)



@bigmare\_ · Sep 23

Very excited to announce I have received my first offer from Millersville University #ttp



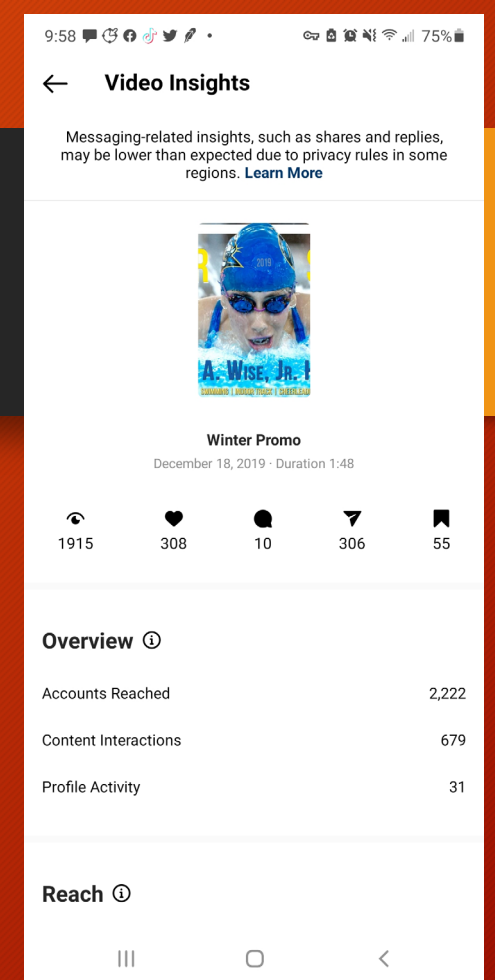
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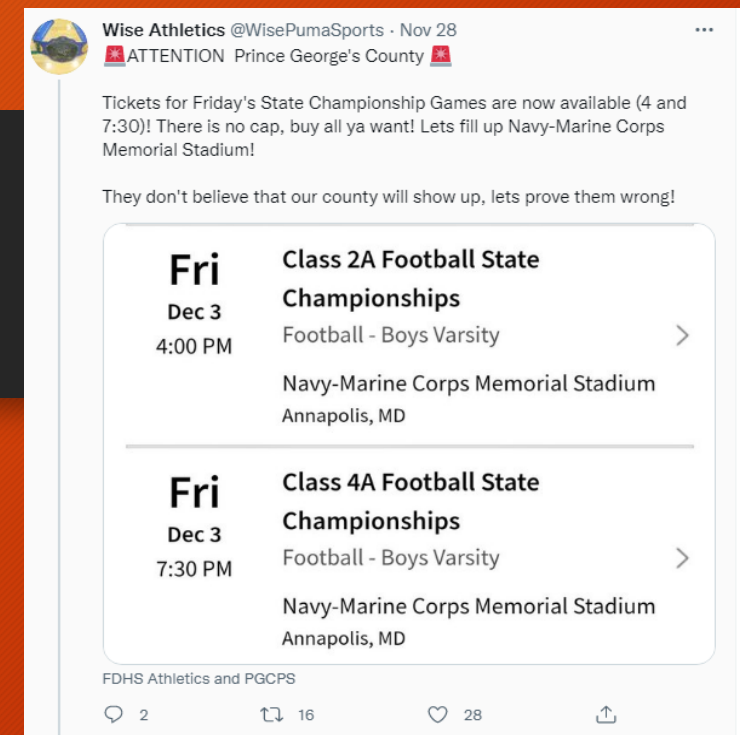
# Advertising

- Once you've come up with your brand, you then should use your social media platform to advertise your program and athletes.
- Be sure to view the analytics on your post to see what types of content your followers interact with the most and post similar content.
  - This information also comes in handy when trying to raise revenue for your programs, especially when you are able to tell potential sponsors the reach of your program.



# Distribution of information

- Social media is an effective way to get information to the news, community and student athletes.
- Capture and post highlights from your athletic contest.
- Use social media as a component of your sponsorship packages to post and repost special offers from your sponsors.
- Be consistent in posting the goings on of your program.
  - Game day notifications
  - Cancellations
  - Upcoming meeting



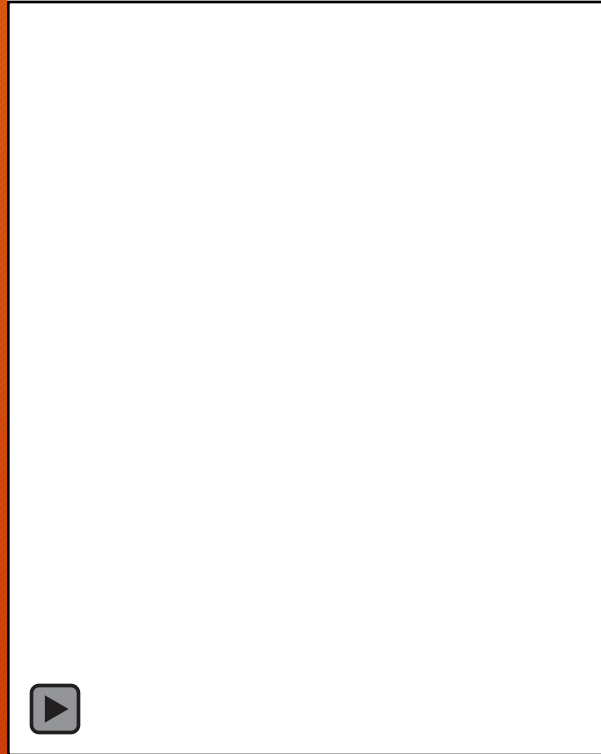


# Good Uses of Social media in a B.A.D. way

- In preseason and beginning of the year meetings stress the importance of having a clean image on social media to your student athletes. Also stress the school system and school specific social media policies as well.
- Use the school account to monitor student athlete accounts and address concerns you may see with your student athletes.
- Use the school account to promote the accomplishments of the student athletes in your program(present and past). This helps with branding.



# Continued...Maximizing your student-athletes & resources





# What if I'm not social media savvy?? What can I do?

- It never hurts to ask for help. The kids are experts in social media. Utilize younger coaches and student helpers to get your social media accounts off the ground.
- Start small.. Get one account like Twitter or Facebook and take pictures and report scores. People search Twitter all the time for game scores including your local papers.
- Don't be afraid to beg, borrow, and steal ideas from your colleagues. Most of the time if you see something posted that you like... find a way to modify it to fit your school. What you will find however is most AD's that are social media savvy will not mind sharing ideas and tips.

Thank you for you attendance and attention!





# Let's keep in touch @

@WisePumaSports

Twitter/Instagram/Facebook

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 Churchland AD

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