

Positive Utilization of Social Media and Strategies for your Athletic Department

Jim Inskeep, CAA
Carmel High School

Social Media Policy

- Participation in activities, groups, and teams is a privilege at Carmel High School. The use of social media by a student considered to be “unbecoming of a Greyhound” may result in discipline including suspension or removal from the activity, group, leadership position, or team.

Social Media Platforms

- Common - Facebook & Twitter
- Instagram - Pictures, Likes and Comments
- Ask.fm - Today's 20 questions meets Truth or Dare. Questions can come from anonymous users.
- Snapchat - Photo sharing application that disappears within seconds, can still have a screen shot taken of the picture though.
- Tango - Similar to FaceTime with video & voice capability

Inclusion of Student-Athletes

- Select student-athletes in every sport to follow.
- Retweet student-athlete comments to Discussion outside of the school regarding your programs and student-athletes.
- Brings the emotions of the team to the fans and school community.
- Method of tracking student-athlete behavior (unofficially)

How Can I be Everywhere?

- Your twitter account can be used by multiple users.
- Event managers, Assistant Athletics Director, music operator, and game workers are other possibilities.
- For big events, recent alumni in Communications are a good source.
- It is a good way to increase your visibility as Athletics Director.

Linking your Twitter account to Facebook

- Why would I want my school updates/information on Facebook?

It is another social media outlet for your patrons.

Some individuals are not on Twitter, but only use Facebook.

- Easy to link both together. You must have a Facebook account in order to link Twitter-Facebook messages.
- You do not need to post on both social media networks, just post to Twitter.

Suggestions for Twitter

- Consider your audience.
- Interact when you get direct messages. It may answer other questions people have for you.
- What information do your followers seek from you?
 - Sport (tennis vs. football)
 - Level of play (Freshmen, JV, Varsity)
 - How often to tweet? Every play, score, quarter, half, final score?
- It is possible to TWEET TOO MUCH.

Gaining More Followers

- Post signs at athletic facilities
- Make announcements at events
- Your twitter users will be prompted to consider following your @hsathletics twitter name any time they login.
- Current students, recent alumni, and parents.
- Twitter is used by a cross-section of your constituents
- Other media outlets will retweet your information and you eliminate press releases

More information?

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NIAAA CONFERENCE



Positive Utilization of Social Networking

Travis Jarome, CAA
Montgomery Catholic (Ala.)

SOCIAL MEDIA CONCEPT

- We want our presence in social media to be highly interactive and a two-way conversation – not a one-way advertisement or information push.
- ***Think of it like this: Twitter/Social Media is a TELEPHONE, not a MEGAPHONE.***
- We want to position our social media accounts as a hub of all Montgomery Catholic content as well as the official source.

SOCIAL MEDIA CONCEPT

- We want to be engaged with our fans, listening to and leading the conversation about the Knights, amplifying our message, and developing online brand advocates.
- Develop a communication plan for your athletes/coaches.

Our Social Media policy is harsh, using such words as: malicious use, demeaning statements, threats, incriminating photos/statements, hazing, sexual harassment, vandalism, stalking, underage drinking, illegal drug use.

GOALS and STRATEGY

The background of the slide features a photograph of a grand, classical building with a series of tall, fluted columns and a pedimented roof. The image is slightly faded and serves as a backdrop for the text.

The goals and strategies of Social Media are:

- Fan Engagement/Fan Community
- Listen to and Lead the Conversation
- Spread our Information and Amplify messaging
- Position ourselves as the official source

We also use our personal, non-school Twitter accounts to be additional voices in promoting not only your personal brand but also the Montgomery Catholic brand. We are an information source, but engagement and interaction is paramount in amplifying our message.

RULES TO LIVE BY IN DEALING WITH SOCIAL MEDIA

- Every day is a job interview.
- Take pride in who/what you represent.
- If you can't say it in front of your mother, grandmother, pastor, or another family member, then don't say it.

RULES TO LIVE BY IN DEALING WITH SOCIAL MEDIA

- Listen.
- Be active.
- Twitter is a telephone, not a megaphone.

RULES TO LIVE BY IN DEALING WITH SOCIAL MEDIA

- Have some common sense.
- Don't engage in Twitter arguments. No one wins. Ignore them.
- What happens behind closed doors stays there.

EDUCATION W/ SOCIAL MEDIA STRATEGY

Education on best practices is important for consistency in social media across multiple individuals and departments.

- Staff personal accounts used for athletic-related purposes: The Athletic Director will lead occasional tutorial sessions and one-on-one meetings to educate staff on best practices and tactics.
- Student-athletes: Distribute social media guidelines at team meetings at the beginning of each year, periodic follow-ups if necessary.

All social media posts are monitored.

STARTLING REVELATIONS

The background of the slide features a faded, sepia-toned photograph of a grand classical building with a series of tall, fluted columns and a balcony with a decorative railing. The building is partially obscured by a semi-transparent white overlay that contains the text.

- 91% of teens post photos of themselves, up from 79% in 2006
- 71% of teens post their school name, up from 49%
- 71% post the city or town they live
- 53% post their email address, up from 29%
- 20% post their phone numbers, up from 2%
- Confidence in our teens about their privacy?

PLATFORMS

The background of the slide features a faded, sepia-toned photograph of a grand classical building with prominent columns and arches, likely a government or institutional structure. The image is positioned on the right side of the slide, partially obscured by the text.

Social Media has changed the way people get and share information.

We want to reach people where and how they are communicating and do so across multiple platforms.

With ever-changing and growing social networks we must continuously evaluate best practices for different platforms. Various platforms have different strengths that we need to maximize appropriately. When evaluating new tools, we need to see where they fit into our strategy and prioritize resources when choosing where to focus our social media efforts.



FACEBOOK



Our goal with Facebook is to create an engaging and interactive fan community, showcasing the passion of Montgomery Catholic fans. Facebook's EdgeRank algorithm demands that posts be engaging to generate likes, comments and shares by fans to ensure our content appears in fans' news feed.

GOAL	STRATEGY	SAMPLE TACTICS
Fan Engagement and Appreciation	Post interactive and engaging content	Fan photos, asking open-ended questions
Provide customer service		Answering questions, provide service options, comments
Enhance and Promote the Brand	Represent and share the brand in a visual, engaging way	Sample cover photos, marketing images, branded action images
Spread Information/Amplify Message	News and promotion	Big wins/game results, player awards, original content, videos



FACEBOOK



The goal with individual sport Facebook pages is to provide fans a more in-depth look at an individual team than provided on the main page. Not all sports have individual pages. A past strategy in social media was that athletic staffs only managed the main account and teams' had their own pages. Athletic staffs have become involved in the individual team pages. The same goals apply with the addition of the following:

GOAL	STRATEGY	SAMPLE TACTICS
Provide look inside the program		Leverage access to provide behind-the-scenes and insider content
Photos from travel, pre-game and facilities	Complete coverage of that team's events	In-game updates/results, game previews and event promotion

FACEBOOK – SPECIAL RULE

90-minute rule

As a rule of thumb, do not post more than one Facebook entry within a 90-minute span – this avoids us from posting things on top of each other.

If you schedule a post for a certain time, alert the rest of the group so we know.

Monitor all comments during that 90-minute timeline, do not change posts.

YOUR SOCIAL MEDIA PRESENCE

GOOD VS BAD



⊘ REPETITION: Saying the same thing over and over is only going to annoy people and lead them to believe you're some kind of robot. (And not a cool one, like R2D2.)



⊘ NAME-CALLING:
No one likes a bully.

⊘ OVER SHARING: Your followers will be thrilled to hear about your company's new projects, interesting people you've met, or special deals you're offering. They will not, however, be thrilled to hear that you are at the store picking up some toilet paper. Would you want to hear it? No? Then don't post it.



⊘ RELEASING PROPRIETARY INFO:
Know what the company rules are and don't break them.

⊘ HUBRIS: You've got confidence and that's fantastic. No, really, we're happy for you. Just don't cloud your social feed with ALL the reasons you're so amazing.

⊘ FOUL LANGUAGE:
There so many reasons not to use those four letter words on social media. Our rule of thumb? Don't do it.



👍 POSITIVITY: Not only will it make you feel good to be positive in your posts, it will make other people feel good reading them, sharing them, and re-tweeting them. Bonus!

👍 HUMOR: Why so serious? Don't be afraid to tickle the Internet's funny bone.



👍 PERSONALITY: Be yourself and be authentic – remind people why they are following YOU.

👍 INFO SHARING: People love to learn. If you share your knowledge and interesting news stories, you'll be seen as a thought leader. And hey, that sounds pretty cool.

👍 COMPLIMENTS:
Share the spotlight! Congratulate cool projects, people, and companies.

👍 PROPER LANGUAGE: Check your spelling and properly place your apostrophes. Mama didn't raise no fool!



TWITTER



Our main goal with Twitter is to be a quick, go-to source of official information. All of our news should be distributed via Twitter via our official accounts simultaneously or immediately surrounding being posted to our website and prior to being emailed to media.

Fan questions should be answered in a timely manner to position ourselves as a customer service resource and good source.

Fan engagement and leading the conversation is a priority.



TWITTER



Ideally all tweets would be done manually, but we currently use the Twitter feed to generate automated tweets of all releases posted to ensure they are all tweeted. All of our general social media goals apply with Twitter with the addition of the following:

GOAL	STRATEGY	SAMPLE TACTICS
Position our accounts as the official source of information		Own our stories and contest first when possible
Post to Twitter before emailing media release		
Provide customer service	Answer fan questions in a timely manner	
Fan Engagement and Appreciation	Join and lead the conversation	Search for conversations with school or player to retweet



19%

of Twitter users are under
the age of 24

**If current trends continue, Facebook will be
the leading job board by 2013**

99%

of student-athletes will
go pro in something

**other than
sports**

91%

of Employers admit
to screening job
applicants via their
social media profiles



What are YOU doing to equip your
student-athletes to establish a
positive online identity?

www.fieldhousemedia.net





LINKS



@MCPSAthletics and/or @Tjarome_AD

- RT sport-specific content
- MontgomeryCatholic.org news
- General contests/promos
- In-game updates for certain sports
- Final scores/results
- Fan engagement
- Event reminders
- Infographics/victory posters



LINKS



Individual Sports (acts as a team voice):

MontgomeryCatholic.org news

Live updates

Event reminders

Behind the Scenes/team-centric photos

Infographics/victory posters



YOUTUBE



YouTube as a video platform encourages sharing and enhances chances of our videos being seen by a wide group of people over a longer period of time.

Videos that are “evergreen” and will hold interest over a longer period of time are posted to our YouTube channel and organized in playlists by sport.

Types of videos include highlights, features, and hype or promotional videos.

News conferences or media availability videos are not typically posted to YouTube.



INSTAGRAM



Instagram is a photo-based social network growing in popularity.

We use it to host and tweet pictures from the main @Tjarome_AD Twitter account.

All photos are tagged with #MCPS or #Knights to increase the likelihood of fans finding them via search.

Instagram is almost entirely mobile app-based and supports our presence in the mobile space.



GOOGLE +



Our Google + profile is a placeholder to protect our brand.

We only post releases to Google + to better increase our SEO.

Further analysis of Google + strategy will be necessary.

OFFICIAL HASHTAGS

The background of the slide is a faded, sepia-toned photograph of a grand classical building. The building features a series of tall, fluted columns supporting a heavy entablature. The perspective is from a low angle, looking up at the structure, which creates a sense of scale and grandeur. The lighting is soft, highlighting the architectural details of the columns and the decorative elements of the facade.

Note the capitalization in the hashtags:

#MCPS

#Knights

#GoKnights

HOW TO MANAGE SOCIAL NETWORKS

We were told one time the only way to manage social networking at your school was to shut it down.

Parents are the worst when it comes to social networking. Push the positive comments through and delete the negatives.

Always have two people controlling your networks.

Anything that can be said positive needs to be said.

MENTORS and IDEAS

Chris Yandle, Assistant AD for Communications (Miami)

@ChrisYandle (Twitter)

<https://twitter.com/ChrisYandle>

Chris Syme, Social Media/PR communications trainer

@cksyme (Twitter)

<https://twitter.com/cksyme>

Jason Falls, Digital Strategy Leader at CafePress

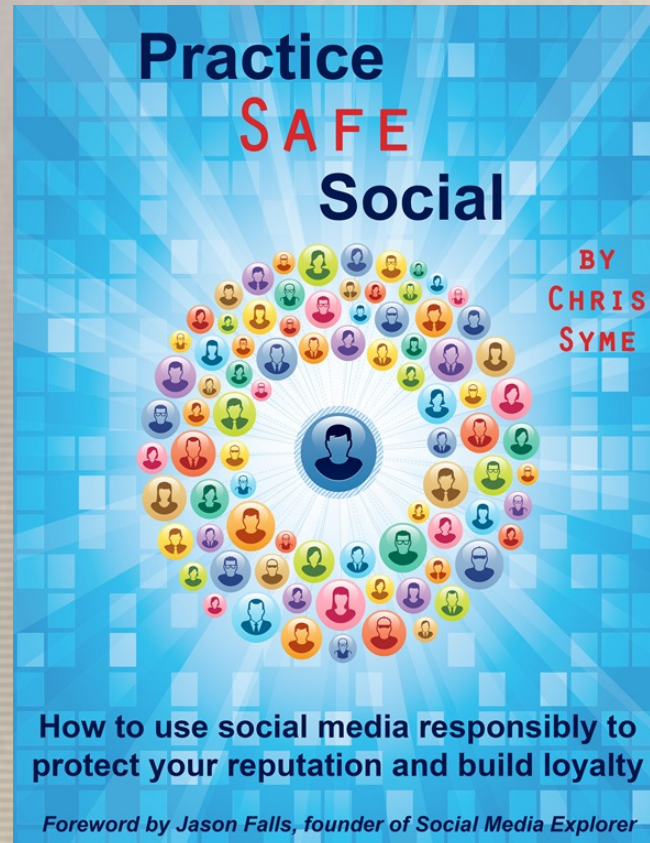
@JasonFalls (Twitter)

<https://twitter.com/JasonFalls>

MENTORS and IDEAS

Practice Safe Social

book written by Chris Syme (foreward by Jason Falls)





FACEBOOK POSTS



facebook

Search for people, places and things



Montgomery Catholic Prepar...

Home



Admin Panel

Edit Page

Build Audience

View Insights

Help

Hide

Ads Manager

Posts - Notifications

Post	Total Reach [?]	Paid Reach [?]	Promotion
Join our team to help fight arthritis...	42	--	Boost Post
Congratulations to the boys varsity...	842	--	Boost Post
Congratulations to the girls varsity ...	523	--	Boost Post
Congratulations to MCPS Senior, Ki...	1,015	--	Boost Post
Congratulations to the varsity boys...	541	--	Boost Post

Messages

See All

- Debra Jean**
← Thank you so much Debra! We so ...
- Patrick Thomas**
Hello, My name is Patrick Thomas, a...
- Kim Adams Roberts**
Vicki!! Hi! No, I can't believe it's been...
- Beth Sullivan Veres**
← Thank you Beth. We heard and Cai...
- John Blackburn**
My name is John Blackburn and I am ...

New Likes

See All

Pages to Watch

Add Pages

Page Tips

- Richard Hulcher**
on Thursday
- Cassidy Marler Morgan**
last Tuesday
- Brian Rogers**
last Monday
- Gerardo Gonzalez**
about 2 weeks ago

New! Pages to Watch

[+ Add 5 Pages](#)

Track the progress on any Pages you want to watch. You'll see how many likes they get so you can keep up.

Page Insights has moved



Get the Pages Manager App

Manage your Page on the go with Pages Manager for iOS.

Send to Mobile



FACEBOOK POSTS



Montgomery Catholic Preparatory School

November 26

Congratulations to the girls varsity basketball team on winning the Knights of Columbus Thanksgiving Tournament with a 61-50 victory over Bullock County. Senior Kirstin Wood was named MVP, while India Richardson and Iyana Tate were named All-Tournament.

Like · Comment · Share

Maureen Neighbors, John G. Terino, Hollis Johnson and 34 others like this.



Write a comment...



523 people saw this post

Boost Post



Montgomery Catholic Preparatory School

Congratulations to the boys varsity basketball team on winning the Knights of Columbus Thanksgiving Tournament with a 64-56 victory over Marbury. Senior Anthony Thomas was named MVP, while Kyle Berher and Reggie Jackson were named All-Tournament.

Like · Comment · Share

Anna Lee Ingalls, Maureen Neighbors, Hollis Johnson and 32 others like this.



Write a comment...



842 people saw this post

Boost Post



Montgomery Catholic Preparatory School

November 26

Congratulations to MCPS Senior, Kirstin Wood! She signed



FACEBOOK POSTS



facebook

Search for people, places and things



Montgomery Catholic Prepar... Home



Montgomery Catholic Pre...

Timeline

Recent

Admin Panel

Ads Manager



Montgomery Catholic Preparatory School
November 25

Congratulations to the varsity boys and girls basketball teams as they advanced to the championship games of the Knights of Columbus Thanksgiving Tournament with wins over Beulah tonight. The girls will play Bullock County at 6:15 Tuesday night, while the boys will play Marbury at 8:00 tomorrow night.

Like · Comment · Share

Anna Lee Ingalls, Stan Magdon, Melanie Beasley and 26 others like this.



Write a comment...

541 people saw this post

Boost Post



Montgomery Catholic Preparatory School
November 25

Fr. Pat transformed the St. Bede campus today, looks like he may be a Notre Dame fan!



Congratulations to MCPS Senior, Kirstin Wood! She signed to play softball for Martin Methodist this afternoon! We are so proud of you!!!



Like · Comment · Share

Recent

- 2013
- 2012
- 2011
- 2010
- 2009
- Founded

See Your Ad Here

Montgomery Catholic Preparatory School



Montgomery Catholic Preparatory School, founded in 1873, is a parochial school proclaiming the gospe...

Like · Montgomery Catholic Preparatory School likes this.

Advertise your page



TWITTER POSTS



Travis Jarome @TJarome_AD

1 Dec

Watched the best game in person I have ever seen last night at the Iron Bowl. Wow!! Well played by both. [#WarEagle](#)

Expand

Reply Delete Favorite



Travis Jarome @TJarome_AD

26 Nov

Congrats to both basketball teams tonight as they captured Thanksgiving Tournament titles. Both Knights' teams improve to 2-1 on the season

Expand

Reply Delete Favorite



Travis Jarome @TJarome_AD

22 Nov

Best seat in the house for STJ and Montgomery Catholic.
pic.twitter.com/pPltqRvYFR



Expand

Reply Delete Favorite

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TWITTER POSTS



James Sherman. @therealsherm23

9 Dec

Blessed to be able to wear 22 this week to represent Cole Ellis only met him once but I know he was a great guy 400-1

pic.twitter.com/Y2Z0S18V17



1
RETWEET

11
FAVORITES



5:15 PM - 9 Dec 13 · Details

Flag media

FOR MORE INFORMATION

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