



# TAKING YOUR ATHLETIC DEPARTMENT SOCIAL MEDIA FROM GOOD TO **GREAT**

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# NEXT LEVEL THINKING: WHY SOCIAL MEDIA?

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- The answer is not ‘because everyone else is doing it’!
- Gone in most communities are the Saturday morning box scores – this is how you can guarantee your student-athlete’s ‘name in the paper’
- Gives you control over which successes are worth celebrating, and boosts morale and school spirit across different groups.
- Provides a medium that your student-athletes actually pay attention to (no offense!).
- Connects to a wider audience than any other form of school communication.

# NEXT LEVEL THINKING: SURVEY THE SCENE

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- What presence does your school/athletic department already have? This includes:
  - Current official school accounts on the major platforms
  - Current and past/inactive team-specific accounts
  - Coach and staff-led accounts
  - Student-led school/club/team accounts
- Develop a style guide if your school/district does not already have one. Think about:
  - Official logos, colors and fonts to be used
  - Naming conventions of student-athletes and coaches
  - School/district rules around staff-student interactions on social media

# NEXT LEVEL THINKING: KNOW THE PLATFORMS

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- **Facebook:** Prime demographic for parents/grandparents and distant alumni. A great place to link stories and articles from other publications and to provide more in-depth features.



- **Twitter:** The spot for the more traditional "box score" news and highlights from completed games. This platform is the most "followable" for the press, prep writers, college recruiters and other organizations that work with our student-athletes.

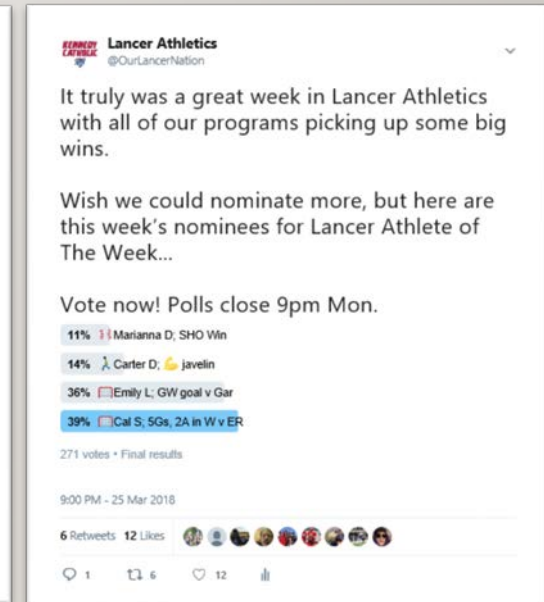


- **Instagram:** A picture, video or album can literally be worth a thousand words. Students and parents love seeing their friends and themselves being highlighted. This platform works well to promote upcoming events, celebrate recent accomplishments, or have a little fun.



# NEXT LEVEL THINKING: CONTENT MATTERS

- Focus on content that does one or more of the following:
  - Promotes/announces (news, upcoming events, hirings)
  - Informs (score updates, rainouts, registration deadlines)
  - Celebrates (highlights, special events, honors)
  - Creates intrigue or is interactive (countdowns, polls, questions)
  - Markets/brands (designed pieces, profiles, ads)



# NEXT LEVEL THINKING: CREATING ‘WOW’ MOMENTS

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- Use great pictures whenever possible.
- A little bit of Photoshop goes a long ways
- Don't forget about your alumni
- “Vote now!”
- School pride is more valuable than wins and losses





# NEXT LEVEL THINKING: POTENTIAL PITFALLS

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- Be aware of possible backlash from other departments or staff at your school.
- Pay attention to which groups are being promoted and how often.
- Know the risks of 'live-tweeting'.
- You gotta be able to 'talk the talk' when it comes to sport-specific language.
- Silence is not golden when it comes to your feeds.
- Control vs. support.

Lanoer Athletics added 3 new photos.  
Published by Sam Reed · February 18 · 1/1

What a weekend it was for our winter sports student-athletes that participated in their respective State tournaments! Here's a quick rundown of the successes:

- Senior Bowen M. is a State Champion following a thrilling 13-10 victory Saturday night in the title match. Bowen ran through the tournament in decisive fashion earning his third consecutive trip to the finals (he finished 2nd each of the past two years). He was joined at State by Jahvius L. '20, who pinned his opening round opponent before losing his next two, and Scott M. '21, who earned valuable experience in his two losses that will prepare him for the rest of his high school career.
- Sophomore Payton H. impressed with a strong State gymnastics meet. She opened competition on Friday with a solid all-around performance, where she finished 24th overall and earned the right to advance to the individual event finals in both the vault and floor. On Saturday, she placed 9th in both events, just missing a spot on the podium by .025 points in each event.
- Our boys swim & dive team placed 16th overall behind a balanced effort that saw nearly every entry advance to the Saturday finals. Team highlights included a 10th place finish in the 200 Free Relay and 11th in the Medley Relay. Senior Jack F. wrapped up his state-studded career with a 15th place in the 50 Free while freshman Ryan K. is just starting his - he surprised many by finishing 14th overall in dive.

We will celebrate these and many more of our winter sports season successes on Thursday, March 1st during our all-sports banquet. See you there!



1,735 people reached

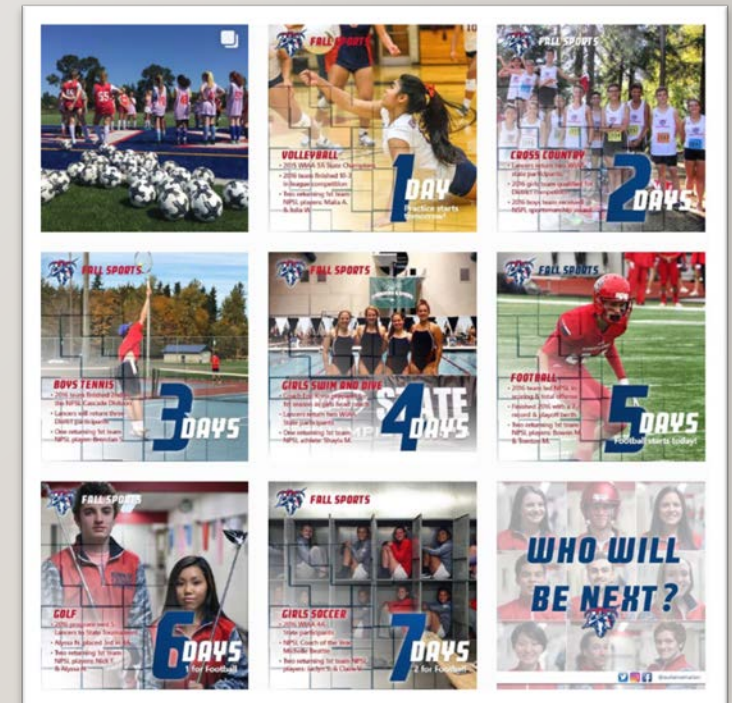
Like Comment Share

Cheryle Stepp, Tiam Richardson and 65 others

4 Shares

# NEXT LEVEL THINKING: DEEP THOUGHTS

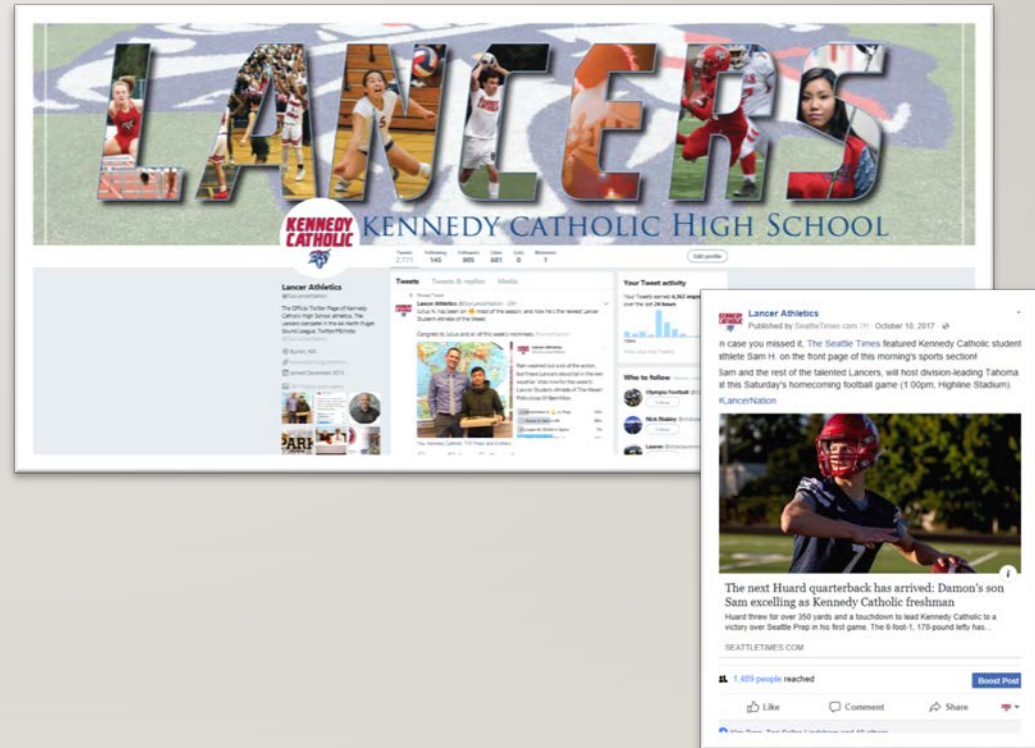
- What to do when non-school groups share information about your student-athletes.
- How much voice and personality do you want to share?
- How to deal with student-athletes who make mistakes off the field, and how do support their actions on the field.
- What position to take when your coaches or student-athletes negatively represent the school through their social media.





# CASE STUDY: LANCER ATHLETICS IN ACTION

- As of April 2018:
  - Twitter: 905 followers
  - Instagram: 514 followers
  - Facebook: 939 likes/955 followers
- Actions:
  - Twitter: 125+ posts/mo.
  - Instagram: Avg. 1 post/2 days
  - Facebook: 2-3 posts/week



# CASE STUDY: LANCER ATHLETICS IN ACTION

Sep 2017 - 30 days

TWEET HIGHLIGHTS

**Top Tweet** earned 4,920 impressions

Hey #LancerNation, let's join in supporting those in need! Come ready to help @KentwoodConks raise \$\$\$ for hurricane relief. [twitter.com/kentwoodconks/...](https://twitter.com/kentwoodconks/)

8 22

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 6,537 people



**Eric Ziskin**

@Eric2\_USC [FOLLOWS YOU](#)

Assistant Athletic Director / Recruiting and Player Personnel | USC Football

[View profile](#)

[View followers dashboard](#)

**Top mention** earned 2,229 engagements



**Pike Parker**

@PikeParker · Sep 4

Impressive debuts for 2 @OurLancerNation freshman WR Junior Alexander, QB Sam Huard. Kennedy @Juanitafootball Thursday on @ROOTSPORTS\_NW [pic.twitter.com/X2GtLUp23k](https://pic.twitter.com/X2GtLUp23k)



2 15 45

[View Tweet](#)

**Top media Tweet** earned 4,362 impressions

Congrats to our newest Lancer Student-Athlete of the Week, Sam H, who has opened his high school career in quite an impressive fashion!

[pic.twitter.com/E2W5uBtfSo](https://pic.twitter.com/E2W5uBtfSo)



Last week was a fun one for @OurLancerNation! Here are your Athlete of The Week nominees - polls close 8pm Monday.

SAM H. HUI	41%
WILLIE H. - 1st round	16%
W. JAMES S. 3rd year	20%
K. GARDNER 2nd year	23%

3 34

[View Tweet activity](#)

[View all Tweet activity](#)

SEP 2017 SUMMARY

Tweets  
217

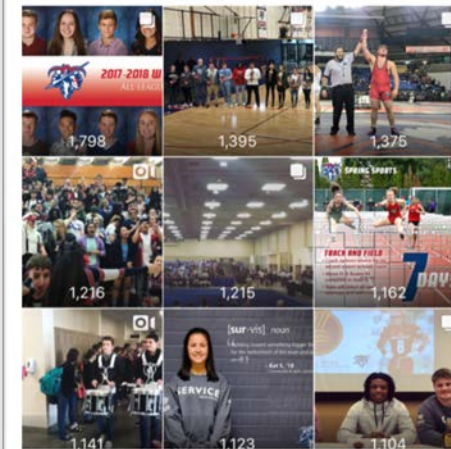
Profile visits  
16.8K

New followers  
61

Tweet impressions  
208K

Mentions  
125

Showing All posted in the past 30 days sorted by Impressions








Total Page Likes as of Today: 939



**BENCHMARK**  
Compare your average performance over time.  
Total Page Likes

# THANK YOU

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- Lancer Athletics
  - @ourlancernation   
- Sam Reed, professional account
  - @samjreed 
  - [www.linkedin.com/in/samjreed](http://www.linkedin.com/in/samjreed) 
  - reeds@kennedyhs.org