



# USING SOCIAL MEDIA TO ENHANCE YOUR ATHLETIC DEPARTMENT

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# USING SOCIAL MEDIA TO ENHANCE YOUR ATHLETIC PROGRAMS

1

**CULTURE**  
THE "WHY"  
BEHIND SOCIAL  
MEDIA USE AND  
ITS IMPACT ON  
CULTURE.

2

**PLATFORMS**  
WHAT PLATFORMS  
ARE BEING USED  
FOR WHAT?

3

**TOOLS**  
SOCIAL MEDIA  
DOESN'T HAVE TO  
CONSUME YOUR  
JOB, THERE'S  
EASIER WAYS!

4

**BRANDING**  
HOW SOCIAL  
MEDIA HELPS YOU  
ESTABLISH A  
BRAND AND WHY  
IT'S IMPORTANT.

# CULTURE



# CULTURE

**ATHLETICS ARE THE  
FRONT PORCH OF YOUR  
SCHOOL, WHAT DOOR  
WOULD YOU ENTER?**



# DISNEY STORY

24 STUCO KIDS AT DISNEY,  
WHAT COULD GO WRONG?



# DISNEY'S PILLARS OF FOCUS

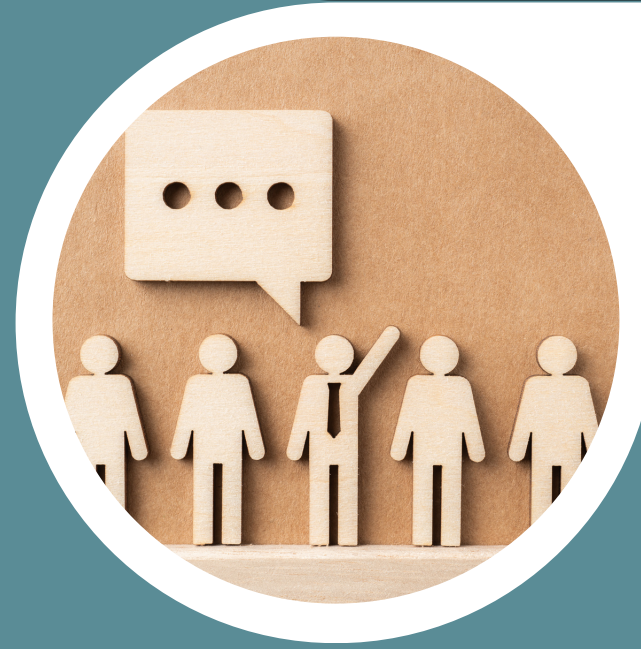
**INFLUENCE**



**INNOVATION**



**COMMUNICATION**



**COMMUNITY**



# WHICH HOUSE WOULD YOU ENTER?



# WHICH HOUSE WOULD YOU ENTER?





# WHAT IF THEY BOTH LOOKED LIKE THIS INSIDE?



IF YOU DON'T  
TELL YOUR  
STORY,  
SOMEONE  
ELSE WILL.

-Michael Sitrick, Author



# WHY?

SOCIAL MEDIA IS A TOOL TO ALLOW YOU TO  
TELL YOUR STORY. IT IS THE MOST  
COMMONLY USED SOURCE OF INFORMATION  
AND ALLOWS YOU TO MEET YOUR  
COMMUNITY WHERE THEY ARE AT.



# THE PROGRESS OF

@ATHLETICS\_HAWKS



# PLATFORMS

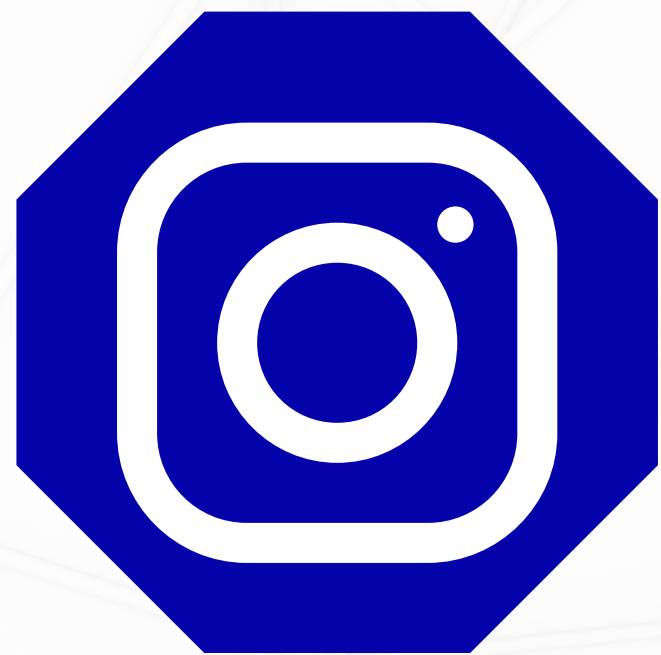


# PLATFORMS

HOW CAN I TAKE MY  
SCHOOL TO THE  
NEXT LEVEL?



# HOW DO I REACH MY COMMUNITY?



**INSTAGRAM**



**FACEBOOK**



**X/TWITTER**



**SCHOOL APP**



**OTHERS**



# INSTAGRAM

90% OF STUDENT  
SOCIAL MEDIA  
ENGAGEMENT WITH  
THE SCHOOL  
HAPPENS HERE





# FACEBOOK

INFORMATIONAL AND  
MORE FOCUSED ON  
PARENTS AND  
COMMUNITY  
SUPPORT



**X / TWITTER**

**BUSINESS AND  
RECRUITMENT**

**HUDL LINKS,  
COLLEGE COACHES,  
ENGAGEMENT**



# APP



## ALL IN ONE SPOT



**SNAP!** MOBILE + **FanX™**

ACQUISITION ANNOUNCEMENT



WARREN ATHLETIC  
**REPPIN'**  
THE WOOD

# OTHER APPS

USE CAUTION WITH  
SNAPCHAT AND TIK TOK

VIDEO SERVICES LIKE  
YOUTUBE, HUDL, ETC



# TOOLS



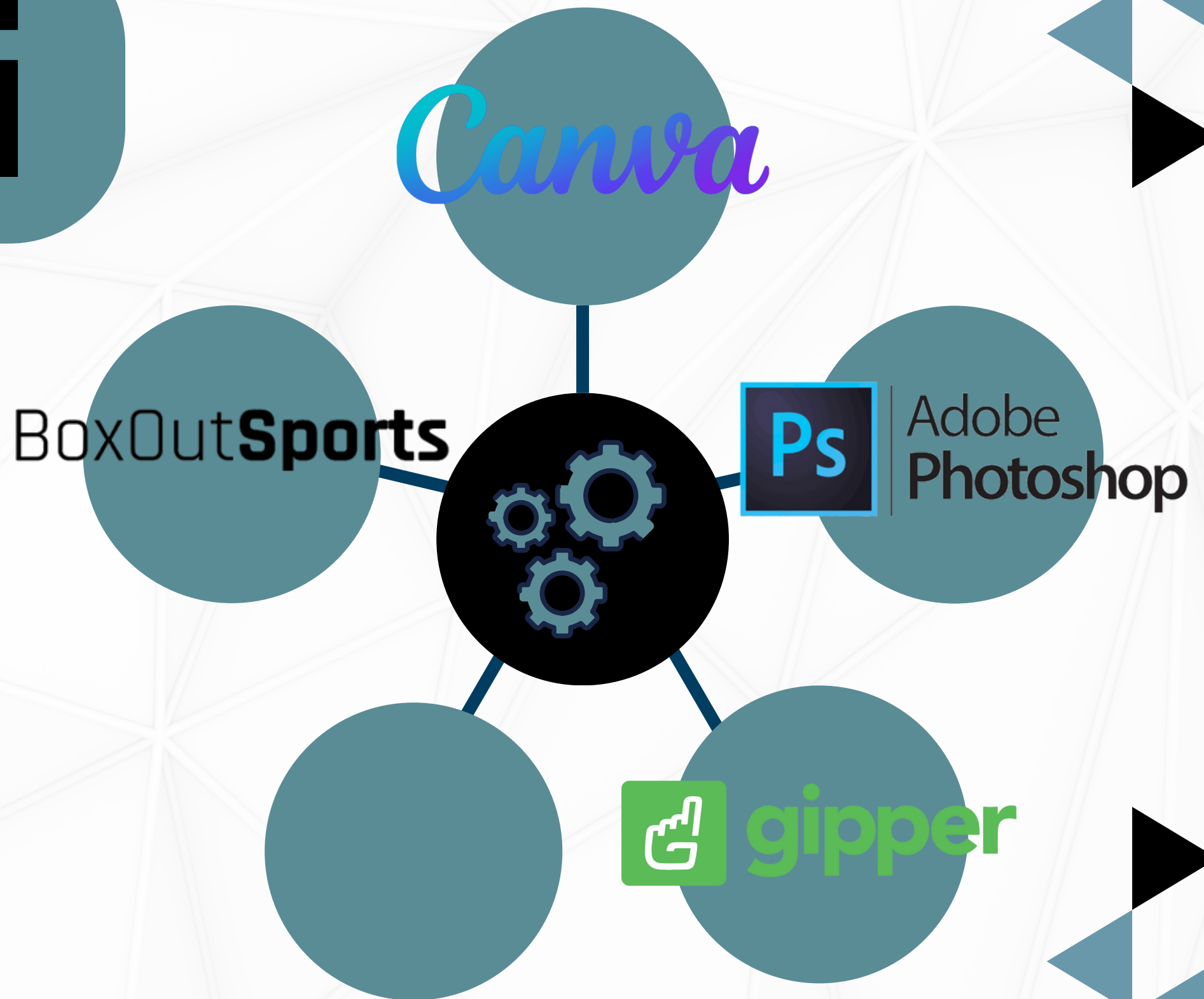
# TOOLS

**"I CHOOSE A LAZY PERSON  
TO DO A HARD JOB.  
BECAUSE A LAZY PERSON  
WILL FIND AN EASY WAY TO  
DO IT." - BILL GATES**



# GRAPHICS

**WHAT YOU POST MATTERS!  
USE A GRAPHICS PROGRAM  
TO ENHANCE THE LOOK OF  
YOUR POSTS:**



# SCHEDUWLING

**A LOT OF CONTENT CAN BE SCHEDULED  
AHEAD OF TIME!**

**USE ONE SYSTEM TO POST TO ALL PLATFORMS**

**HOOTSUITE**

**SPROUT SOCIAL**

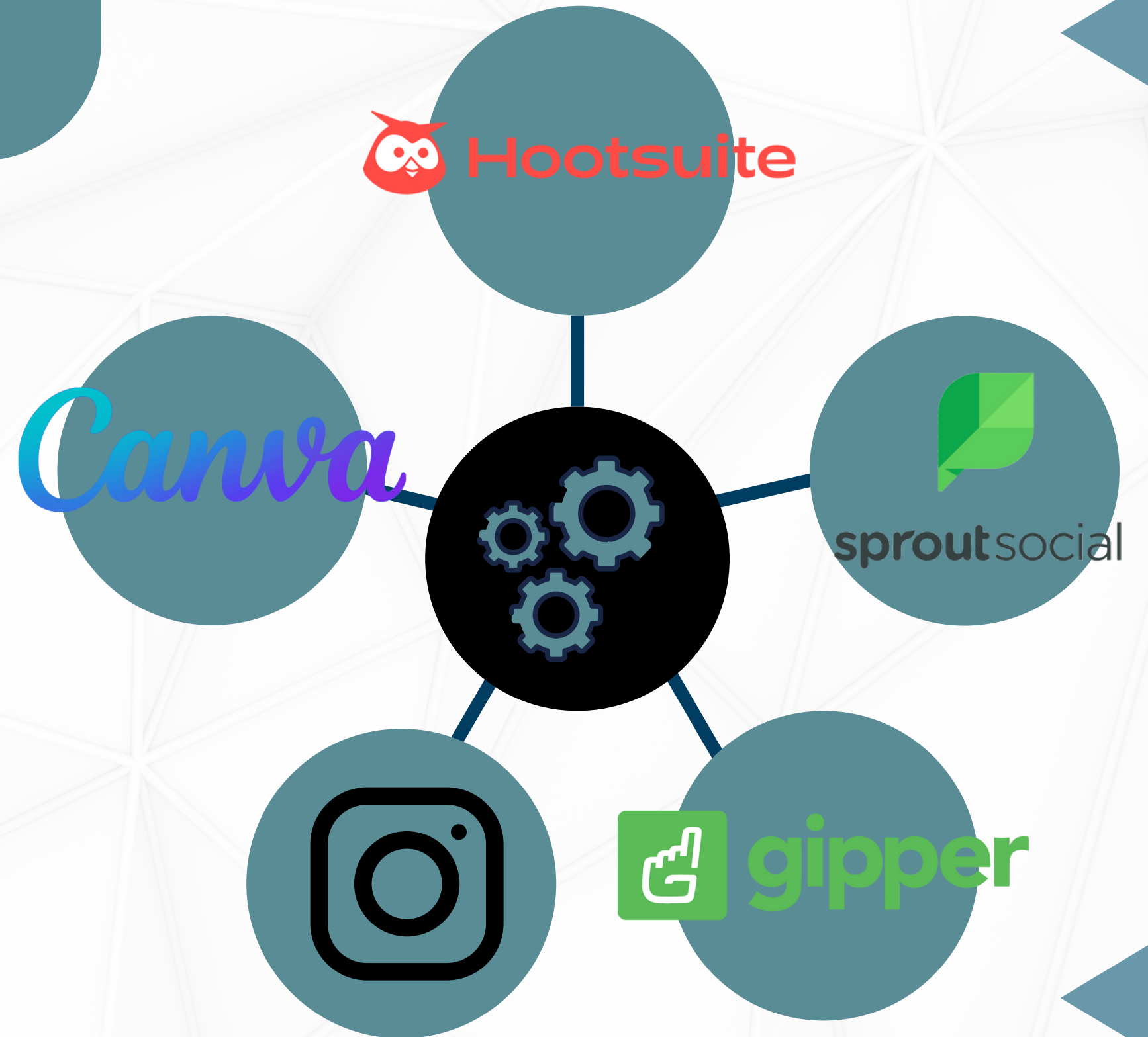
**GIPPER**

**SCHEDULE AHEAD OF TIME...**

**GAMES**

**EVENTS**

**ANNOUNCEMENTS**





# USE STUDENTS AS A RESOURCE

UTILIZE...

STUDENT AIDS

MANAGERS

AV CLASSES

DIGITAL PHOTO CLASSES

MEET GUNNAR



# INCENTIVES

**UNDER ARMOUR  
GEAR**

1  
0  
0  
0

**GIFT  
CARDS**

2  
0  
0  
0

**AIR  
POOLS**

3  
0  
0  
0



# BRANDING



# BRANDING

COME UP WITH A PLAN

COMMUNICATE

THE PLAN

STICK TO THE PLAN



# ESTABLISH "THE BRAND"

## CONSISTENCY.....

- FONTS
- COLORS
- MESSAGING

DO THEY KNOW ITS YOUR SCHOOL IN  
THE FIRST 5 SECONDS?



# STAND OUT

# #REPTHEWOOD

— WARRIOR EST. 1962 ATHLETICS —

 **REPPIN'**  
**THE WOOD**



WARRIOR ATHLETICS  
**REPPIN'**  
THE WOOD



# BRANDING GUIDE



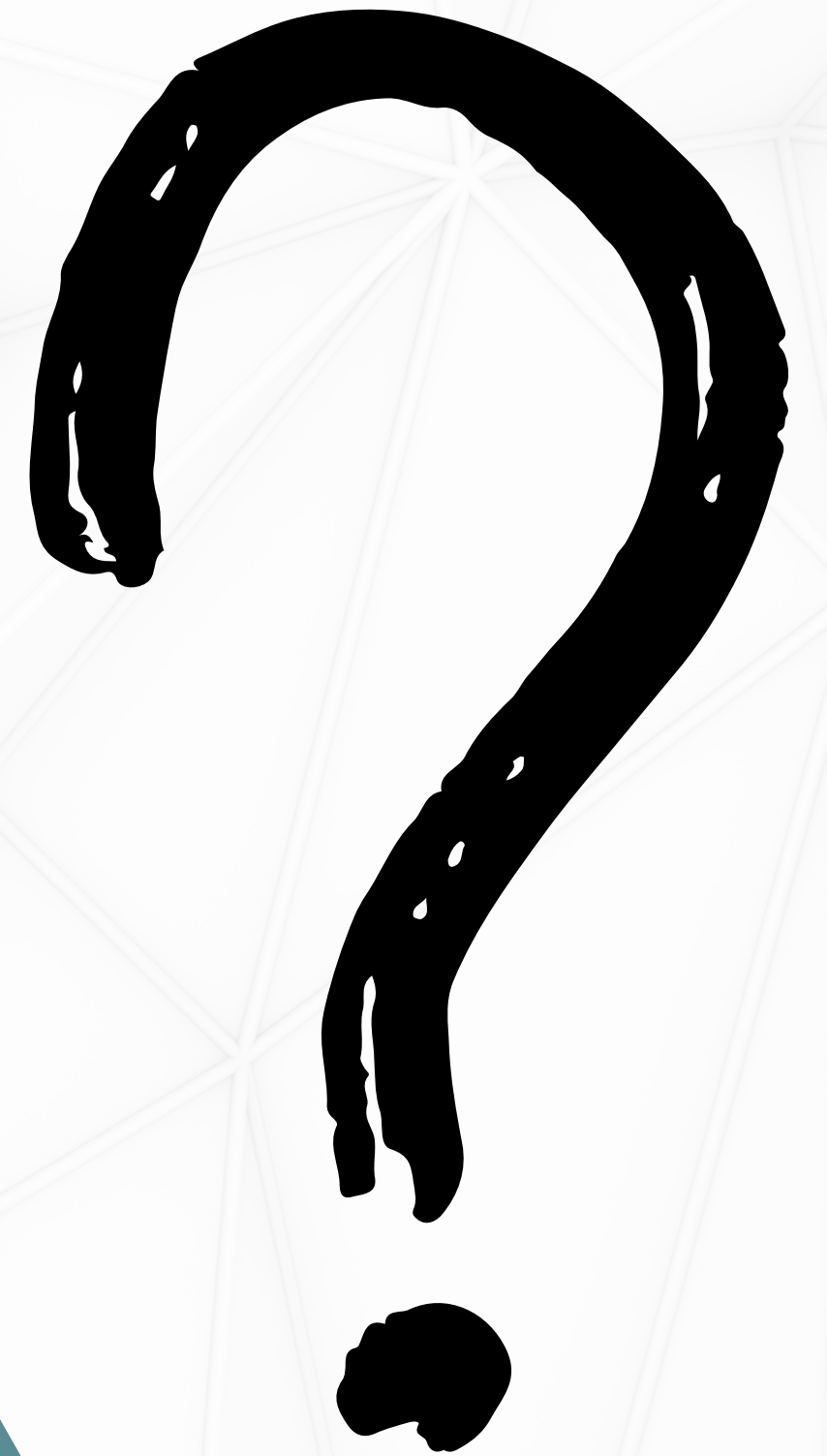
SCHOOL POLICY



START UP GUIDE



# THE PAYOFF







# CELEBRATE



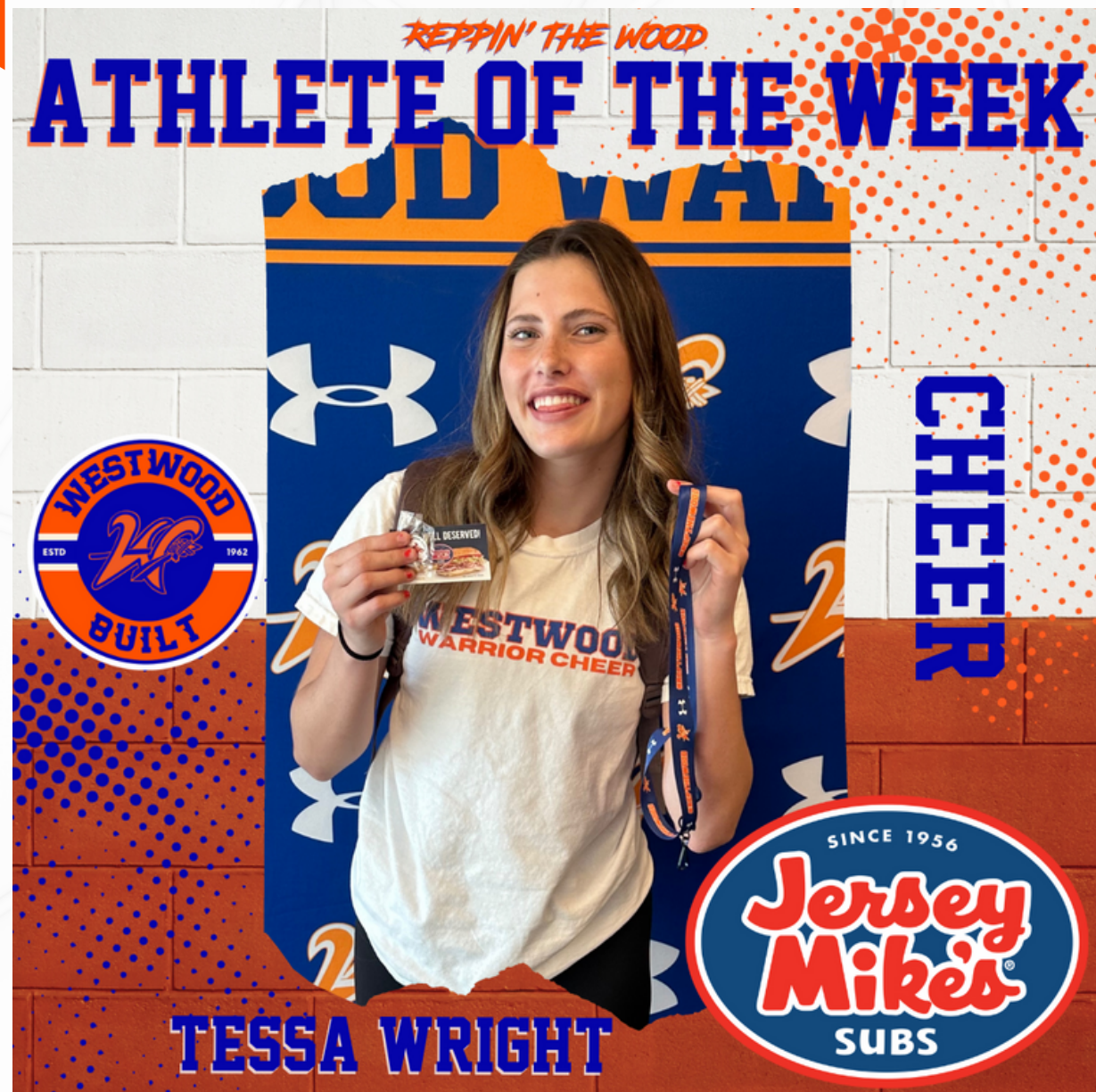
# HIGHLIGHT

**IN A WORLD WHERE  
PEOPLE CHOOSE TO SEE  
THE BAD, BE THE SCHOOL  
THAT DROWNS THAT OUT  
WITH GOOD.**





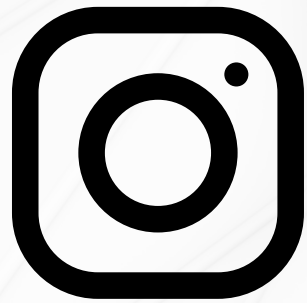
@WESTWOODATHLETICS



TESSA WRIGHT



KAI ESPINOSA-GOLINSKI



@ATHLETICS\_HAWKS



# COOPER NIGHT PRESENTS: Fallen Angel Project's 4<sup>th</sup> Annual Ball and Doll Drive

Friday, October 20th  
Highland vs. ALA Queen Creek (@HHS); 7pm

Donations can be made the week of 10/16 at the Highland Athletics office, or at the game on the 20th. We are looking for new athletics balls (footballs, soccer balls, etc.) and dolls of all shapes and sizes. We will also be accepting monetary donations at [www.fallenangelproject.org](http://www.fallenangelproject.org).

Donate by Credit/Debit



Donate by Venmo



# GIRLS FLAG FOOTBALL REGION CHAMPIONS



# NEED SUPPORT?

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