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?

Contact:
Jim Inskeep, CAA
Carmel High School, Indiana
jinskeep@ccs.k12.in.us
@carmelathletics
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.
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

• 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?
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.
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.

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

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<tr>
<td>Provide look inside the program</td>
<td>Leverage access to provide behind-the-scenes and insider content</td>
<td></td>
</tr>
<tr>
<td>Photos from travel, pre-game and facilities</td>
<td>Complete coverage of that team’s events</td>
<td>In-game updates/results, game previews and event promotion</td>
</tr>
</tbody>
</table>
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

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!

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.

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.

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

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

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 TIE-DEE.)
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.
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:

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</thead>
<tbody>
<tr>
<td>Position our accounts as the official source of information</td>
<td>Own our stories and contest first when possible</td>
<td></td>
</tr>
<tr>
<td>Post to Twitter before emailing media release</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide customer service</td>
<td>Answer fan questions in a timely manner</td>
<td></td>
</tr>
<tr>
<td>Fan Engagement and Appreciation</td>
<td>Join and lead the conversation</td>
<td>Search for conversations with school or player to retweet</td>
</tr>
</tbody>
</table>
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

sources: onlinemba.com, reppler.com, ncaa.org
@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
Individual Sports (acts as a team voice):

MontgomeryCatholic.org news
Live updates
Event reminders
Behind the Scenes/team-centric photos
Infographics/victory posters
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 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.
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.
Note the capitalization in the hashtags:

#MCPS
#Knights
#GoKnights
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 (foreword by Jason Falls)
### Facebook Posts

#### Admin Panel

<table>
<thead>
<tr>
<th>Post</th>
<th>Total Reach</th>
<th>Paid Reach</th>
<th>Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Join our team to help fight arthritis...</td>
<td>42</td>
<td>--</td>
<td>Boost Post</td>
</tr>
<tr>
<td>Congratulations to the boys varsity ...</td>
<td>842</td>
<td>--</td>
<td>Boost Post</td>
</tr>
<tr>
<td>Congratulations to the girls varsity ...</td>
<td>523</td>
<td>--</td>
<td>Boost Post</td>
</tr>
<tr>
<td>Congratulations to MCPS Senior, Ki ...</td>
<td>1,015</td>
<td>--</td>
<td>Boost Post</td>
</tr>
<tr>
<td>Congratulations to the varsity boys ...</td>
<td>541</td>
<td>--</td>
<td>Boost Post</td>
</tr>
</tbody>
</table>

#### Messages

- **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

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

#### Pages to Watch

- 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 Tips

- Get the Pages Manager App: Manage your Page on the go with Pages Manager for iOS.
  - Send to Mobile
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

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

写评论...

523 people saw this post

842 people saw this post

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

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

写评论...

Congratulations to MCPS Senior, Kirstin Wood! She signed
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 Inglis, Stan Magdon, Melanie Beasley and 26 others like this.

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

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

Travis Jarome @TJarome_AD 22 Nov
Best seat in the house for STJ and Montgomery Catholic. pic.twitter.com/pPltqRvYFR

pic.twitter.com/pPltqRvYFR
James Sherman. @therealsherm23
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/Y2Z0SI8VI7
FOR MORE INFORMATION

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tjarome@montgomerycatholic.org