

KEVIN YOUNG
Socialie



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Coaching Your Athletes on Social Media

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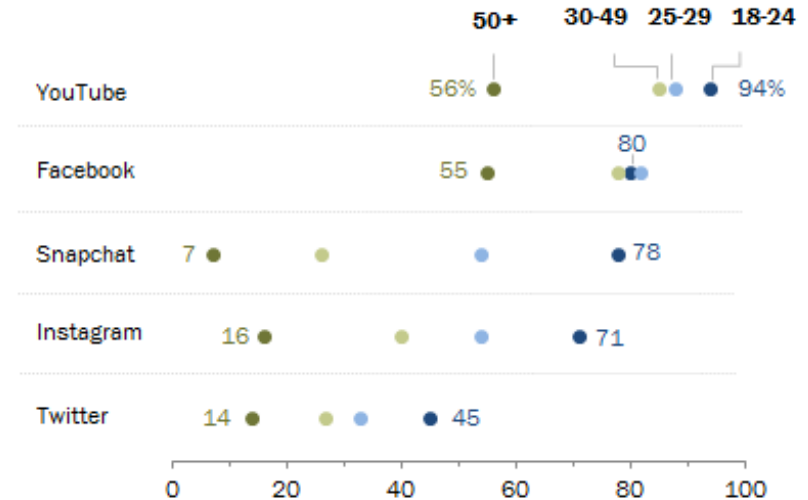


THE PLATFORMS

- Facebook
 - Messenger & Stories
- Instagram
 - Feed
 - Stories & Highlights
 - IGTV
- Twitter
- YouTube
- Snapchat
 - Stories

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER



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COACHING SOCIAL MEDIA

- Educate
 - Stay off the soapbox
 - Start with the why
- Equip
 - Content
- Demonstrate
 - Be an example



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WHAT **NOT** TO DO ON SOCIAL MEDIA...



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EDUCATE

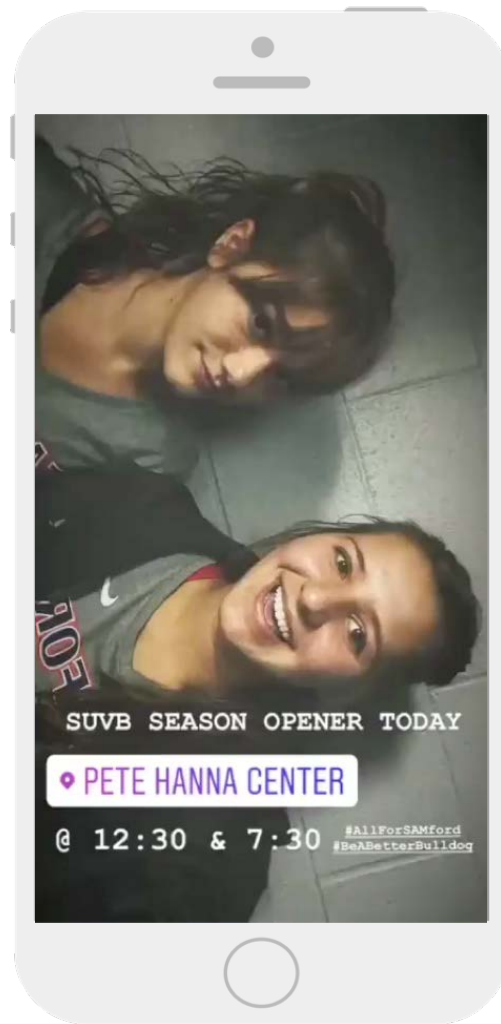
- Define a personal statement
 - Build a personal brand
- Authentic content
 - The new first impression
- The feed tells the story
- Who you are on social media is who you are off of social media.



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EMPOWER

- It's a content game
 - Crave content
 - Want to share their experiences
- Find ways to create posts
 - Campaigns around team events
 - Photo booths
 - Group photos
- Embrace social media
 - Find time for athletes to check phones to post and share



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DEMONSTRATE

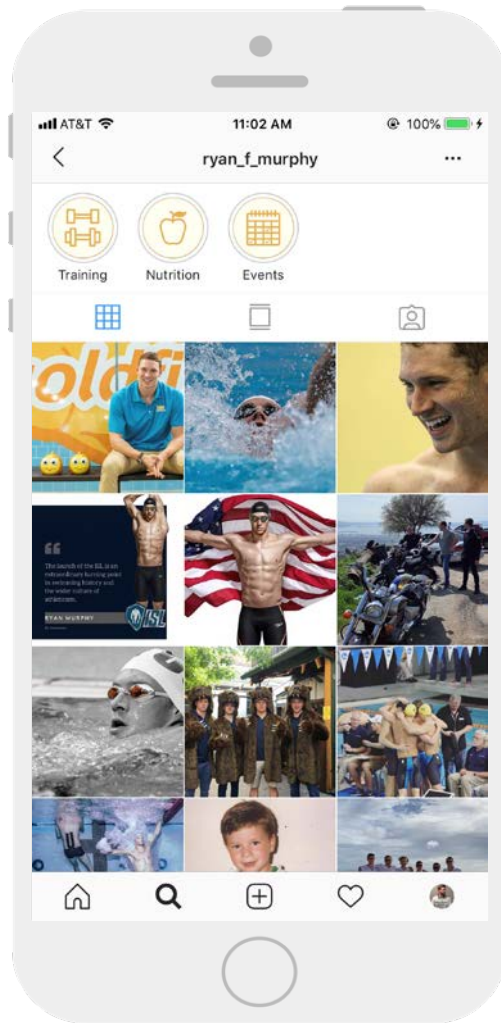
- Be the example
 - What does your social media look like?
- Find examples
 - Ryan Murphy
- Have a team account
 - Feature your athletes
 - Tag your swimmers in posts
 - Forces accountability



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THE **POWER** OF SOCIAL MEDIA



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