

B.A.D. MARKETING AND  
PROMOTIONS IS ACTUALLY GOOD!—  
UTILIZING SOCIAL MEDIA





*ArbiterSports*



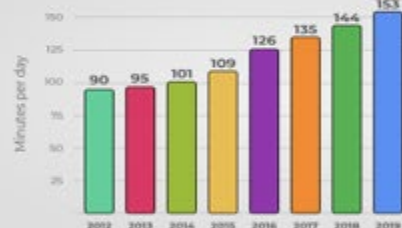
TECHNOLOGY MOST AD'S WILL USE  
DAILY

# OUR WORLD TODAY

- We live in a world where the internet has become a vital lifeline in our daily lives.
- We use the social media to stay connected to the people, especially in the age of COVID-19!
- According to information found Broadbandsearch.net in a 72 year life span, people spend will spend an average of 6.67 years of their lives on social media (in collaboration with WHO and Bureau of Labor and Statistics).
- Given the amount of time that people now spend with their phones in their hands it is important for us as athletic directors for our programs to have and monitor our program's presence on the web to ensure that those whom we serve can flourish in life.



Daily Time Spent On Social Networking  
2012-2019 (in minutes)

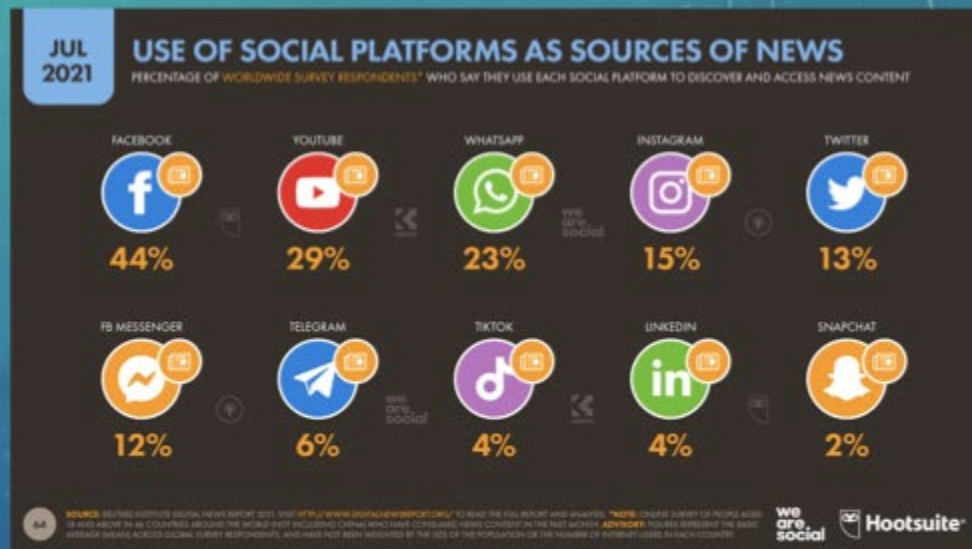


Average Time Spent In a Lifetime



# OUR WORLD TODAY...

- Based on data from earlier this year this is the breakdown of the amount of time per/app that the average person was spending in their lifetime.



## WHAT ARE THEY USING?



- Our students and their families use all of the platforms available to them to stay connected to the world beyond their walls. Those platforms include:

- Twitter
- Snapchat
- Instagram
- Tik Tok
- YouTube
- Facebook



## WHAT DOES THE B.A.D. STAND FOR IN THE TITLE?

- **B.A.D. is an acronym used to describe how social media should be used by all in your program for:**
  - **Branding**
  - **Advertising**
  - **Distribution of Information**

# A COUPLE OF BUYER BEWARE'S WHEN IT COMES TO B.A.D. MARKETING.

- In this information and Naming, Image and Likeness (NIL) age Student athletes can tweet, snap and post themselves out of scholarship and branding opportunities.
- Protect your brand by limiting access to your accounts and monitoring the entire program.
- Refrain from responding to negative public comments about your school and student athletes.
- In your observations if you happen to stumble across any abuse or bullying, you must report it.
- Ineffective social media can cause your program to become dormant in this information age.



# HOW DO I USE THESE PLATFORMS FOR MY PROGRAM?

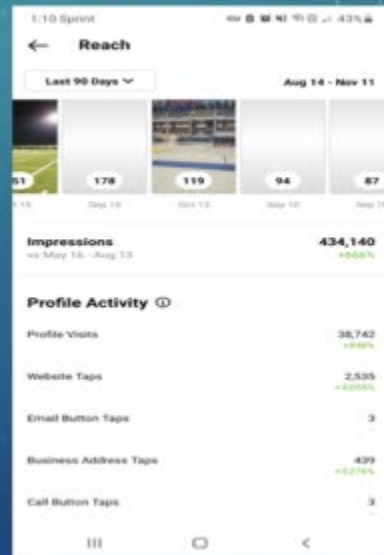
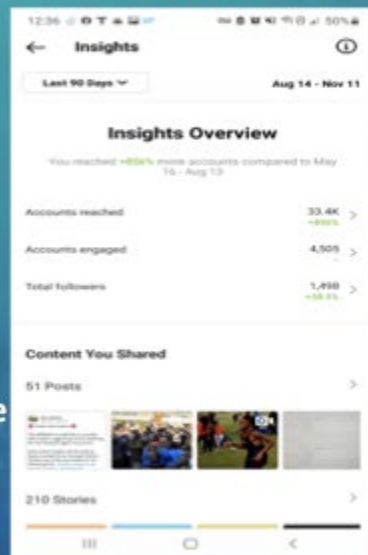
- Learn your school districts policy on social media usage and use that as the base for creating a B.A.D. system for your program.
- Talk to your student athletes to find out what platforms they are interested in using.
- Go to the various platforms to learn their capabilities.
- Use them to help create B.A.D. goals for your program.





# WHAT ARE SOME EXAMPLES OF B.A.D. GOALS?

- Increase followers of your program.
- Increase the presence in the community and on the web.
- Bring greater exposure to your program in the state/nation/world.
- Utilizing your social media presence to increase advertising dollars/donations to the program.
- To increase attendance at games which in turn increases revenue.



churchlandathletics\_ [Edit Profile](#)

2,106 posts   2,476 followers   1,419 following

Churchland Athletics

Official Instagram page of Churchland High School (Portsmouth, VA) Athletics  
churchlandathletics.ctcin.bio

# BRANDING



- Simplify your handles and be consistent.
- Take an honest assessment of your program and identify what it is that you do well.
- Use your social media platform to highlight those positive areas using consistent, catchy hashtags.
- Create a “business” account for your athletic program and run it in accordance with your school district’s social media policy.
  - This will give you access to the analytics of your posts (More covered in the next section).



## Always Reppin' The Land

# WHAT'S YOUR BUMPER STICKER?

- Phrase or slogan that can be used with all social media postings
- Should be catchy and relate to the school or community
- Make sure you use it in your postings and get the students and staff to use it also when posting about school events.
- It will create a sense of pride within the school and help with culture. Possibly can lead to fundraising opportunities through merchandise sales!!

**TheWiseWay**  
**WhyPayTwice**



churchlandathletics\_

Wise Athletics @WisePumaSports - Sep 23  
Congratulations Amare!!! Another #WiseGuy another offer! #WeSETS #WeSendEmToSchool #TheWiseWay #WhyPayTwice #TrustTheProgram and #CASHOUT!

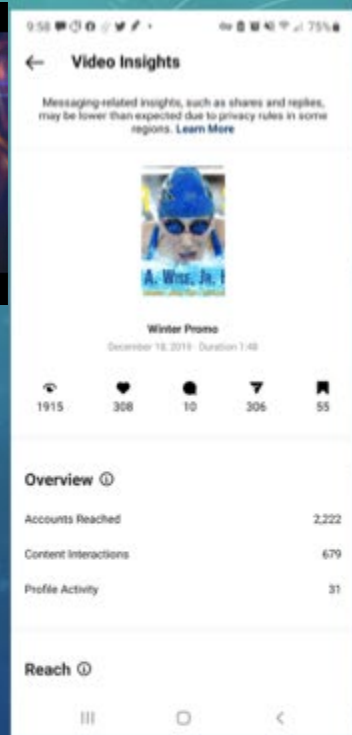
@bigmare\_ - Sep 23  
Very excited to announce I have received my first offer from Millersville University #ttp



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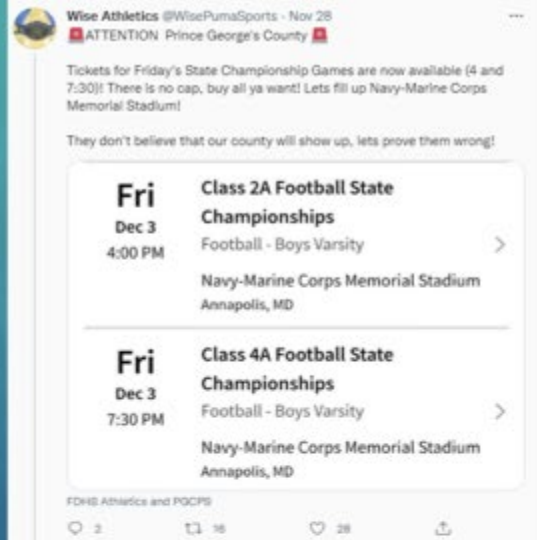
# ADVERTISING

- Once you've come up with your brand, you then should use your social media platform to advertise your program and athletes.
- Be sure to view the analytics on your post to see what types of content your followers interact with the most and post similar content.
  - This information also comes in handy when trying to raise revenue for your programs, especially when you are able to tell potential sponsors the reach of your program.



# DISTRIBUTION OF INFORMATION

- Social media is an effective way to get information to the news, community and student athletes.
- Capture and post highlights from your athletic contest.
- Use social media as a component of your sponsorship packages to post and repost special offers from your sponsors.
- Be consistent in posting the goings on of your program.
  - Game day notifications
  - Cancellations
  - Upcoming meeting



# GOOD USES OF SOCIAL MEDIA IN A B.A.D. WAY

- In preseason and beginning of the year meetings stress the importance of having a clean image on social media to your student athletes. Also stress the school system and school specific social media policies as well.
- Use the school account to monitor student athlete accounts and address concerns you may see with your student athletes.
- Use the school account to promote the accomplishments of the student athletes in your program(present and past). This helps with branding.



# CONTINUED...HOW CAN A STUDENT-ATHLETE BETTER MANAGE THEIR STORIES

- Advise student athletes to use their social media accounts to reach out to college coaches for an opportunity to advance their post-secondary goals.
- Using social media wisely can also increase the likelihood of a school that is interested in them will finally extend an offer.



# CONTINUED...MAXIMIZING YOUR STUDENT-ATHLETES & RESOURCES





# WHAT IF I'M NOT SOCIAL MEDIA SAVVY?? WHAT CAN I DO?

- It never hurts to ask for help. The kids are experts in social media. Utilize younger coaches and student helpers to get your social media accounts off the ground.
- Start small.. Get one account like Twitter or Facebook and take pictures and report scores. People search Twitter all the time for game scores including your local papers.
- Don't be afraid to beg, borrow, and steal ideas from your colleagues. Most of the time if you see something posted that you like... find a way to modify it to fit your school. What you will find however is most AD's that are social media savvy will not mind sharing ideas and tips.



THANK YOU FOR YOU ATTENDANCE AND ATTENTION!



# LET'S KEEP IN TOUCH @

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Twitter/Instagram/Facebook

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4th Year AD  
VIAAA/NIAAA Lifetime Member  
NOMAD Member  
VHSL Out of Season Practice Ad Hoc Member  
2018 EVADA 4A AD of the Year  
2019 Class 4 Region A AD of the Year  
Eastern District Secretary  
Class 4 Region A Chairman  
Former Class 4 Region A Secretary  
VIAAA Technology Committee Chair

