



**ALEX JOHNSON**  
**CAA**

**ASSISTANT PRINCIPAL**  
**ATHLETIC ADMINISTRATOR**

**BAYLESS HIGH SCHOOL**

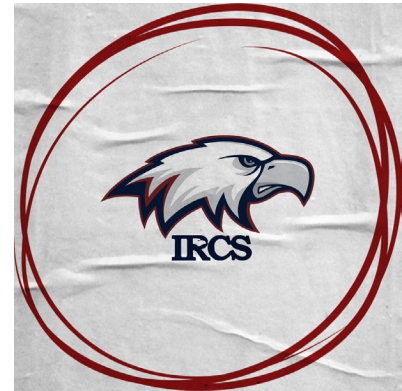
# Maximizing Your Reach on Social Media

## NADC 2024



**RYAN JOHNSON, CAA**

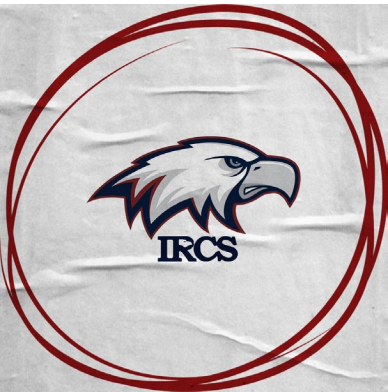
ATHLETIC DIRECTOR, INDIAN ROCKS CHRISTIAN SCHOOL



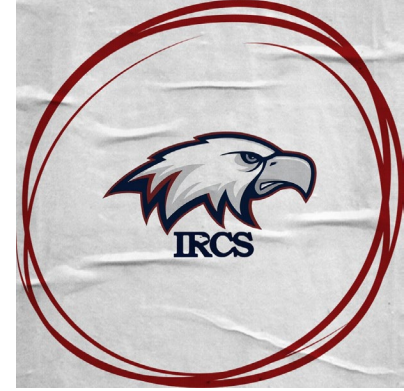
When you hear “social media,” what is your initial reaction or response?



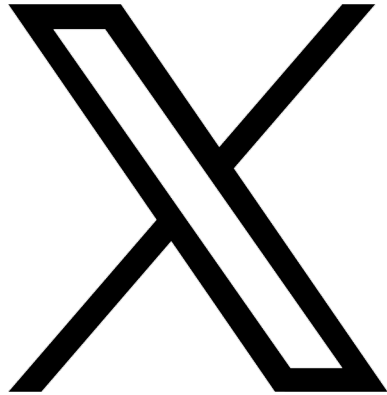
## Opening Questions



What would you say is your biggest struggle in regards to your use of social media?



## Social Media Platforms



### 1. AUDIENCE



## BoxOut Templates:

- Schedules
- Gameday Promos
- Score Updates/Finals
- Announcements
- Player/Team

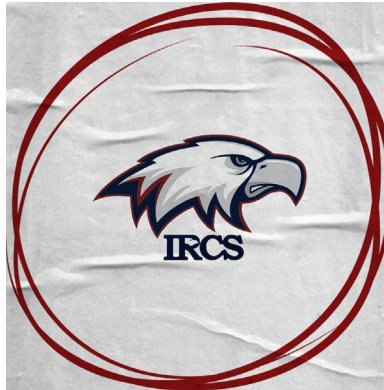
Spotlights

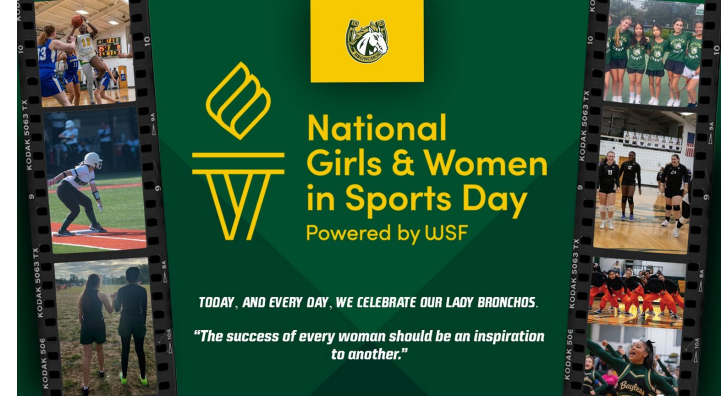
[Indian Rocks Christian](#)



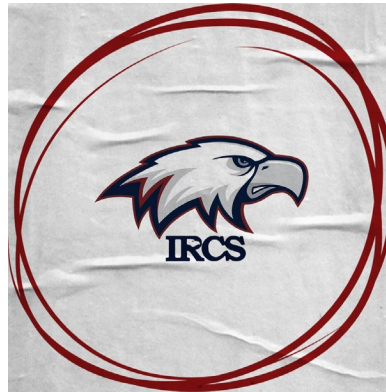
## BoxOut

## 2. MARKETING





# BoxOut

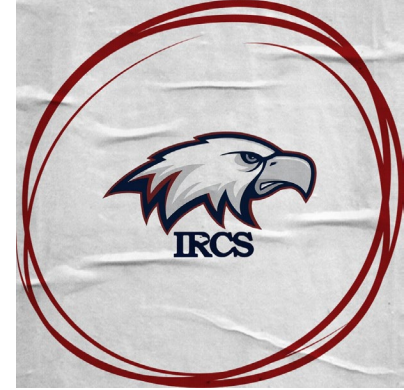




**MADI  
HOBBS**

FEMALE IRON EAGLE OF THE MONTH

### 3. Celebrations & Special Recognitions



#### Retention and Attraction

- Engaging your athletes through social media
- Celebrate what you want repeated. It will help to communicate your Culture!

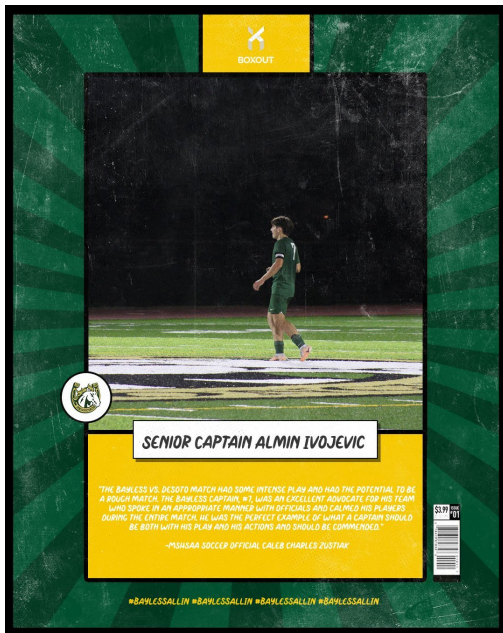
"You either write your program's story or let someone else write it for you."



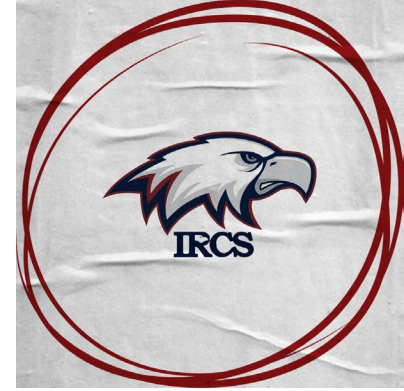
**BLAKE  
YOUNG**

STATE CHAMPION  
CLASS 1A  
EAGLES BOYS XC





# Celebrations & Special Recognitions



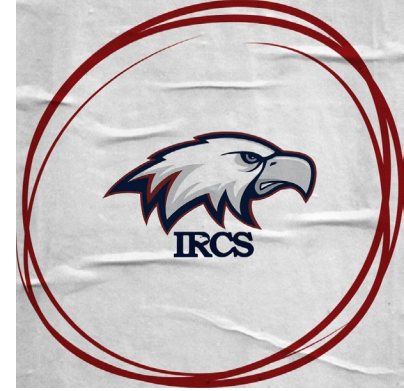
## Creating and Culture of Care Story Time:

“You make us feel like we go to a big school.”



## Creating A Social Media Team:

- Use your student body!
- Partner with your digital media club or class
- [Break your club into different sections](#)
- [Create standards and guidelines to help direct the students](#)



# Social Media Teams

## 4. STUDENT INVOLVEMENT



## Benefits of Having A Social Media Team:

- Takes the burden off of you
- Helps to create unique and creative content
- Gives opportunities to students who may not be Athletes but are interested in Athletics





# HYPE SPORTS MARKETING CLUB

IRCS ATHLETICS







## 5. ANALYTICS

# INDIAN ROCKS CHRISTIAN INSTAGRAM

ANALYTICAL DATA

[IRC EAGLES ATHLETICS](#)



The screenshot shows the Instagram profile for 'ircseaglesathletics'. The profile name is 'ircseaglesathletics' with a dropdown arrow, a verified badge, a plus sign, and a menu icon. The profile picture is the IRCS Athletics logo, which features an eagle head and the text 'IRCS ATHLETICS'. The profile statistics are: 866 posts, 1,004 followers, and 57 following. The bio reads: 'IRCS Athletics School Sports Team The official account of IRCS Eagles Athletics! Official partner school of @boxoutsports #Eaglesculture'. There is a link to 'ircsathletics.org/2024/06...' and '1 more'. A 'Professional dashboard' section shows '197K views in the last 30 days'. Below are buttons for 'Edit profile' and 'Share profile'. At the bottom are five story highlights: 'Media Day...', 'IRCS CARES', 'Tuesday Tip', 'ToW', and 'Facility A'.

ircseaglesathletics ▾ • Ⓜ ⊕ ☰


 866 posts 1,004 followers 57 following

**IRCS Athletics**  
School Sports Team  
The official account of IRCS Eagles Athletics!  
Official partner school of @boxoutsports  
#Eaglesculture 🦅 📍

🔗 [ircsathletics.org/2024/06...](#) and 1 more

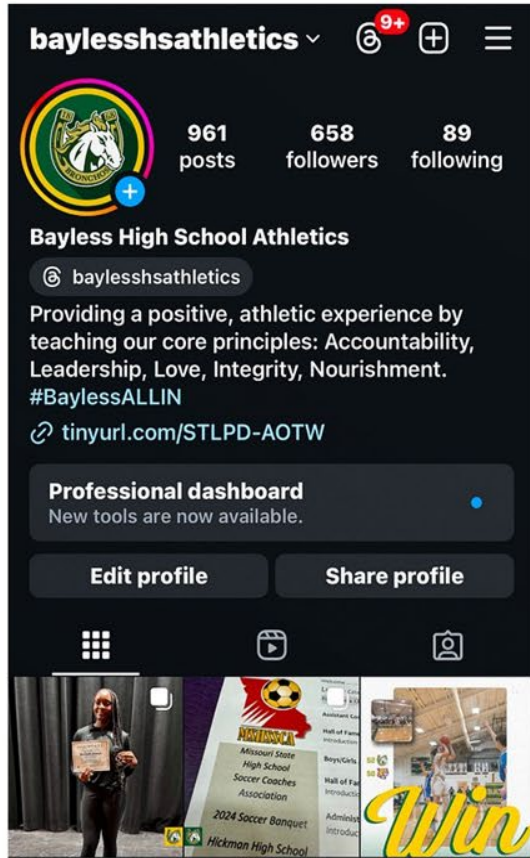
**Professional dashboard**  
197K views in the last 30 days.

[Edit profile](#) [Share profile](#)

Media Day... IRCS CARES Tuesday Tip ToW Facility A





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# BAYLESS HIGH SCHOOL ATHLETICS

# INSTAGRAM

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## ANALYTICAL DATA

[@baylessathletics](https://www.instagram.com/baylessathletics) [Professional Dashboard](https://www.instagram.com/baylessathletics)

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Ryan Johnson, CAA: AD at Indian Rocks Christian

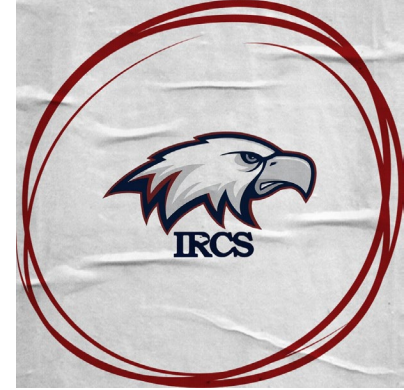
Email: [ryan\\_johnson@indianrocks.org](mailto:ryan_johnson@indianrocks.org)

Insta: @ircseaglesathletics

Facebook: Indian Rocks Christian School Athletics

X: @IRCSEagles

Website: [ircsathletics.org](http://ircsathletics.org)



## Questions?

Alex Johnson, CAA: Assistant Principal & AD at Bayless HS

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Instagram: @baylesshsathletics

Facebook: Bayless High School Athletics

X: @BaylessAD1

Website: <https://athletics.baylessk12.org/>

