



# **UTILIZING YOUR SOCIAL MEDIA**

***MARKET YOURSELF TO GAIN OPPORTUNITIES***

FRESNO, CA

**#BeTheTopDog**

HIGH SCHOOL

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# **SOCIAL MEDIA**

**Social Media has become a recruiting tool that has seen its use increase significantly since COVID-19 took the world by storm. No matter what the facts of recruiting stay the same: coaches cannot be everywhere. They have limited time and limited budgets to travel for recruiting. It is impossible for them to be at every event or even at the majority of fields for the events they can attend. They cannot recruit you if they do not know you. Social Media can be the tool that opens the door to start building the relationship where they do get to know you or know you even exist.**

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**TWITTER**

# SETTING UP YOUR PROFILE

## PROFILE MUST HAVES



### PROFILE PICTURE

Your profile picture needs to clearly identify you. Keep it professional



### SCREEN NAME

Your screen name needs to CLEARLY identify you and be appropriate



### LOCATION

Use your current location



### BIO

In your bio you need: High School, Grad Year, Positions, Travel Team, GPA



### Link

Set your link as the link to your digital player profile



### Pin A Tweet

This tweet will always be at the top of your feed. It should be a tweet with your skills video or highlights



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# YOU ARE RESPONSIBLE FOR EVERYTHING!

PGF 16u Premier 2019, 2021 #BeTheTopDog

📍 Fresno, CA 🔗 [TopDogPerformanceCenter.com](https://TopDogPerformanceCenter.com)

📅 Joined July 2020

92 Following 45 Followers

Tweets

Tweets & replies

Media

Likes

**When you “LIKE” a tweet it also connects to your profile. The tweet you “LIKE” may be someone else’s words or graphic, but by you hitting the “LIKE” icon you are agreeing with or supporting the tweet as if it was your own thought. Everything you “LIKE” is an insight into who you are, the people/ideas you support and surround yourself with, and an indication of how you may fit in the locker room or on campus. Do not let someone else’s words or graphics take away an opportunity from your future.**

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# MENTION WITH A PURPOSE

Player Assessments Charts!

Thank you to [@HitTraxOfficial](#) and [@DiamondKinetics](#) for allowing us to track growth and provide data to our athletes

## **When You Mention A Coach:**

- Make sure you are following them
  - Make sure you are following their program (if their program has an account)
  - Send them an email and complete their recruiting questionnaire
  - **BUILD A RELATIONSHIP WITH THEM**
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**TIKTOK**

A large, light blue, stylized graphic of the letters "T" and "D" is positioned in the background, behind the word "TIKTOK". The letters are thick and have a slight shadow effect.

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# TIK TOK

**TIK TOK provides a cost effective tool for athletes to create highlight clips or clips of their workouts. TIK TOK is also a platform that allows coaches to get a glimpse inside of who you are off the field. These videos go “viral” FAST with how easy they are to share and how easy it is to end up on someone’s “FOR YOU” feed.**

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# CREATING VIDEOS



## TIME

TIK TOK allows the ability to control how long your videos are (3 minutes, 1 minute, 15 seconds). Make sure coaches can actually see your skills or workouts and the video is not just a fast forward version of what you're doing.



## MUSIC

Keep your music clean and appropriate. Some of the best sound clips are instrumental only.



## HASH TAGS

Hash tags are the easiest and quickest way for you to end up on someone's "FOR YOU" page. Keep your hash tags generic.

(#ClassOf2022, #SoftballHitting, #SoftallPitching, #Uncommitted22, #NoDaysOff)



## BIO

Set up your Bio using the same guidelines you used for creating your Twitter Bio.

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**INSTAGRAM**

A large, faint, light blue watermark of the letters 'FID' is visible in the background, centered behind the main text.

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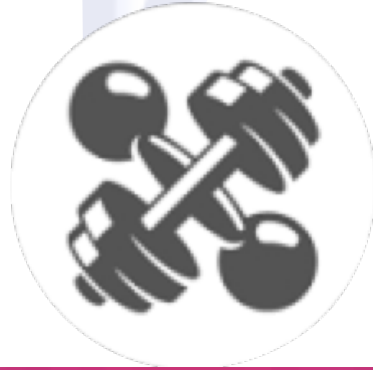
# **INSTAGRAM**

**INSTAGRAM is not as much of a recruiting tool for coaches as much as it is a recruiting tool for players. This is where roles reverse. INSTAGRAM offers the opportunity for players to get the inside glimpse about the school and the program.**

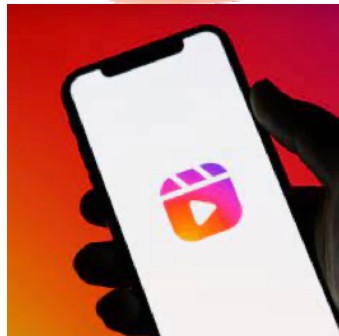
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# USING YOUR INSTAGRAM



Follow us!



## HIGHLIGHTS

Have a HIGHLIGHTS tab where you can keep archived stories / clips just for softball (game clips, awards, workouts, etc.)

## FOLLOW

Follow Universities, Programs, and Coaches you are interested in. Pay attention to their cultures and mottos. Pay attention to their accomplishments.

## REELS

Use your Reels just like you do with your TIK TOK. Your reels are longer clips of your workouts, game clips, and practice clips.

## BIO

Set up your Bio using the same guidelines you used for creating your Twitter Bio.

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**Social Media can be a huge asset to your recruiting journey. At the same time it can quickly take opportunities away. Use your Social Media like it is your resume. Create your brand. Create your image. Promote who you are. Use this space to market yourself. Use this space to get your name out there. Use this space to break the ice.**

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