

Benefits

- AD-personal for public
 - Will be the one thing you do they will notice the quickest and appreciate
- Keep everyone informed quickly
- Bring attention to your teams, coaches & kids
- Clubs, activities & ancillary groups get “brought along for the ride”.
Most will see the fanfare your sports teams are getting and begin to create their own handles which you can help them publicize.
- Late-Breaking News
 - Cancellations, postponements & etc.

Do's & Don'ts **Do's**

- Send out all results
 - Judgments, blowouts & etc.
- Use your teams & groups twitter handles
- Be thorough when reporting results
 - @Marquette_Hoops 48
 - Jonestown 32
 - Final
 - #jonestowntournament
- Make the decision early on how entertaining you will be on twitter vs how informative.

Do's & Don'ts

Do's

- Use the opposing schools' twitter handles to publicize an event
- Make the decision early on how entertaining you will be on twitter vs how informative.
- Have fun with twitter; don't get too "inside-jokey"
 - OK: jpgs to illustrate fun or activities
 - Homecoming, dances & etc.
 - ???: #donnieknows
- Use photos and video when possible-your followers like seeing their friends, themselves or family in action.
 - Honorees
 - All Conference, contest winners & etc
 - College Signees
 - Include the college teams twitter handle
 - Military inductees

Do's & Don'ts

Don'ts

- Use individuals' twitter handles
- Use opposing schools' twitter handle if it puts them in anything resembling a negative light
- Remember Likes and Retweets go in their account as well
 - i.e. after a victory over your opponent

Do's & Don'ts

Don'ts

- Give out info that someone who just tuned in wouldn't understand
 - And Johnny hits the big trey---WE'RE UP 3!
 - Girls win big tonight-great job ladies!
 - Cut and paste to make it easier to keep giving out results
- Use photos if there's any chance of something going wrong
 - Mode of dress
 - Swimmers is an example to be wary of



Too much info to tweet

- Fortunately we have more characters now than ever before
- Take a photo with your camera of a paper copy of a bracket or long document
- Post a link (Precasts, MSHSAA, other schools' website brackets, reporters who will be on site-give their twitter handles)



Coaches & Teams

- Twitter is a great way to communicate with constituents
- There is a record of all conversations
 - Even DM
- Avoid the pratfalls of phone texts that might get deleted and misunderstandings occur (important tip to give your coaches who are in contact with your kids more than yourself)
- AD can't make a coach do twitter; but it's our job to push how beneficial it can be and how to properly use it

A vertical sidebar on the left side of the slide, featuring a dark blue background with a grid pattern. It contains various white and light blue icons representing social media and technology, including a television, a camera, a lightbulb, a hand, a speech bubble, a smartphone, a shopping cart, a Twitter bird, and a lowercase 't' for Twitter.

Publicize your Social Media Accounts

- Include twitter feed on your website
- Signature line of emails
- Your letterhead
- Signs on gym walls/stadium fences
- Clear stickers on high traffic school doors

The title "Social Media Contract" is displayed in a bold, orange, sans-serif font. It is positioned in the upper right quadrant of the slide, overlapping a decorative header. The header features a grid of blue circles, each containing a white icon representing various digital and social media concepts such as a wrench, a car, a sun, a briefcase, a smartphone, a person, a shopping cart, a hand, a Wi-Fi signal, and a pair of headphones. The background of the header transitions from a dark blue on the left to a lighter cyan on the right.

Social Media Contract

- Example: Marquette Poms
- Example: Marquette Cheer
- If you'd like a copy of their contracts, send an email to Shane Matzen at matzenshane@rsdmo.org