

# The Connected A.D.

Branding, Promoting, Communicating,  
Organizing & Becoming More Efficient  
Through Social Media & Digital Tools

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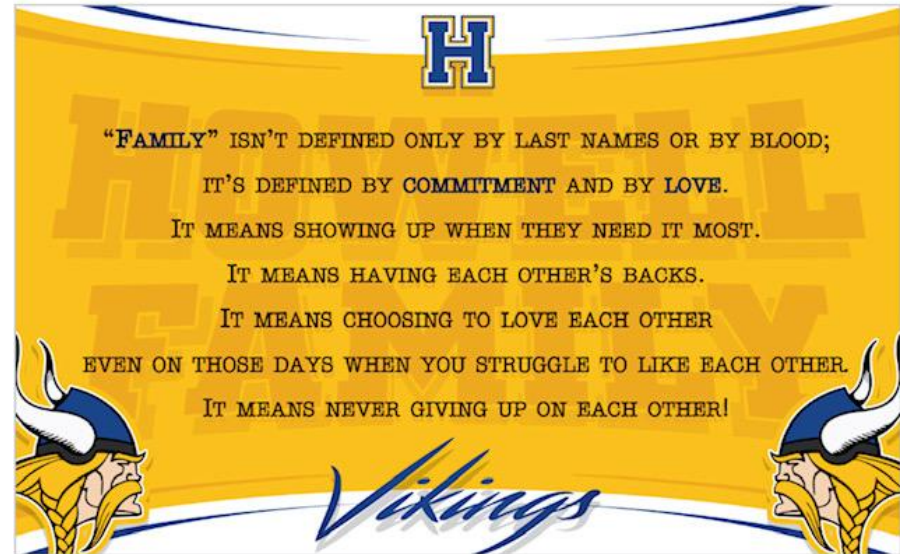
# The Game Plan

- 1.) Learn effective strategies and time saving resources for branding, promoting and engaging your activities department.
- 2.) Gain knowledge on resources and strategies to help you organize and become more efficient in your A.D. responsibilities.



# Branding/Promoting/Engaging

1. Manage your perception
2. Write your story
  - a. Ex - R.I.S.E./Family
3. Tell your story
  - a. Get in front of audience



# Branding/Promoting/Engaging

1. Show appreciation
2. Students/Staff/Parents/Community
  - a. Walking and talking billboards
3. The more we see, the more we believe and remember
4. Be creative in delivering your news.
5. Connect



# Social Media

- 88% of Americans use social media
- Average American spends 2.5 hours on social media each day
- 105 million Americans use Instagram daily (72% of teens)
- 55.2 million Twitter Users in U.S.
- 43% of Americans get news from social media (49% T.V.)
- 77% of people said they are more likely to trust a CEO and 82% said they trust a brand more when they follow that brand on social media

# A.D.'s, Students, Coaches, Parents, Fans, & Community Are Digital Assets

1. Tell Story
2. Promote Brand & Events
3. Give “Behind the Scenes” Access
4. Celebrate & Recognize Accomplishments
5. Support Program, School, Community
6. Communicate Important Information



# Use Social Media To S.H.I.N.E.

- **Support:** Use social media to support athletes, programs, causes and the community. Show support for others' content as well. Use social media to spread a positive image.
- **Highlight:** Highlight program, team and individual accomplishments. Don't forget success in classroom and community as well.
- **Inspire:** Use social media to inspire others. Share quotes, clips and inspiring stories within your programs.
- **Network:** Use social media for networking and connecting with parents, community businesses and other A.D.'s.
- **Educate:** Use social media to educate your students, parents, fans and community.

# Social Media Tools

- 1.) What tools can help me to brand, promote and engage my activities department?
- 2.) How are others using these tools?





# Communication @ Howell

Twitter- @FHVikings

Website & App – [www.howellvikings.com](http://www.howellvikings.com)

Instagram - FHVikings

Viking Insider (Weekly E-Magazine) Sign up at  
<http://tinyurl.com/vikinginsider>

Camp Website – [www.fhvikingscamps.com](http://www.fhvikingscamps.com)

Activities Hotline- 636-851-4700 (Option 1)

# Smore

1. Customized & branded newsletter/e-magazine
2. Pics, Video, Audio, Calendar, Docs, Forms, Embed
3. Analytics
  - a. Metrics
  - b. Location
  - c. Interaction/Links
  - d. Button Clicks



# Viking Insider (Smore)

1. Over 5,000 receive email weekly on Sunday mornings
2. Nearly 3,000 read it each week
3. Main source of Howell Activities Department information
  - a. Reduced questions, phone calls, emails
4. Promote and celebrate all programs, recognize alumni
5. Give students, parents, fans and community inside look

# Twitter

## @FHVikings

1. Disseminate information and updates
2. Live in game scores and results
3. Share content - pics, video, audio, links
4. Promote and recognize programs and individuals
5. Behind the scenes look



# Instagram

## IG: FHVikings

1. Great way to share pics and video content
2. Instagram Story's (24 hour pics/video)
  - a. Appear in news feeds
  - b. Create hype & exclusivity
3. IGTV - Video/Channel
  - a. Longer video



# Google Drive & Docs

1. File Storage & Sharing
2. 24/7 Access
3. Uses
  - a. Surveys
  - b. Eligibility
  - c. Accomplishments
  - d. Facilities/Calendar
  - e. Scripts



# Livebinders

1. Store and share online and offline resources
2. Can password protect
3. Share content & organize coach/parent resources
4. Example - <https://www.livebinders.com/b/2232117>
  - a. Password - VLA



# Youtube

1. Personalize channel
2. Share longer video
3. Embed in other platforms





# Website

[www.howellvikings.com](http://www.howellvikings.com)

1. Opportunities for engagement
2. Offer multiple ways to disseminate information
3. App features & automated updates



# Quick & Free A.D. Tools

1. Tinyurl.com - custom url creation (FREE)
2. Twitlonger.com - post longer tweets (FREE)
3. Google Keep - share lists, to do, etc (FREE)
4. Canva - custom social media designs (FREE)
5. Clips - Video editing (FREE)
6. Filmora - Video editing/creation (FREE)
7. Evernote - Notes/Organization (FREE)



# Questions?

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