

# The Power of Personal Branding

...

USD Athletics



# The “Why”

- Develop personal branding
- Expanding the reach of team content



# TWITTER

@USDS softball - 2,776 followers  
2021 Roster - 6,527 followers

Together?  
Network of 9,303 individuals

# INSTAGRAM

@USDS softball - 3,474 followers  
2021 Roster - 29,353 followers

Together?  
Network of 32,827 individuals



# Taking Action

- Every action you take on social media has long-term impact.



# Encompassing a Brand

- Team brands are associated with their athletes, and athletes are associated with their teams.



# How to Engage and Leverage Content

- Comment on Instagram posts and tweets
- Tag the team accounts in content you post
- Loving up teammates and coaches
- Post about things in life that are important to you - outside of sport
- Use your voice
- Emotion: using your voice in an intentional way
- Social media isn't always the answer; not everything you want to say has to go there





**San Diego Softball** @USDS softball · Oct 24, 2020

Nestled in a valley near the coast 🌊

This is our home turf

#GoToreros



0:12 1.3K views



3



14



144



**Soph** 🌟

@sophia\_b15

Replying to @USDS softball

Miss her :')



**Sofia Delgado** @Sofiadelize · Sep 24, 2020

100



**San Diego Softball** @USDS softball · Sep 24, 2020

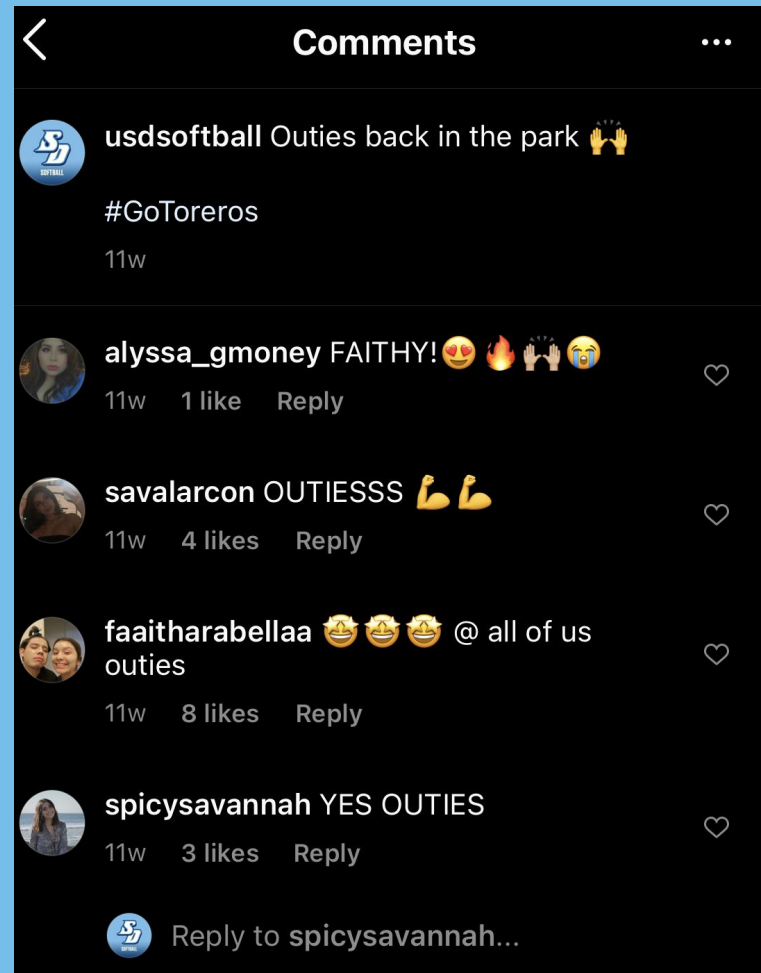
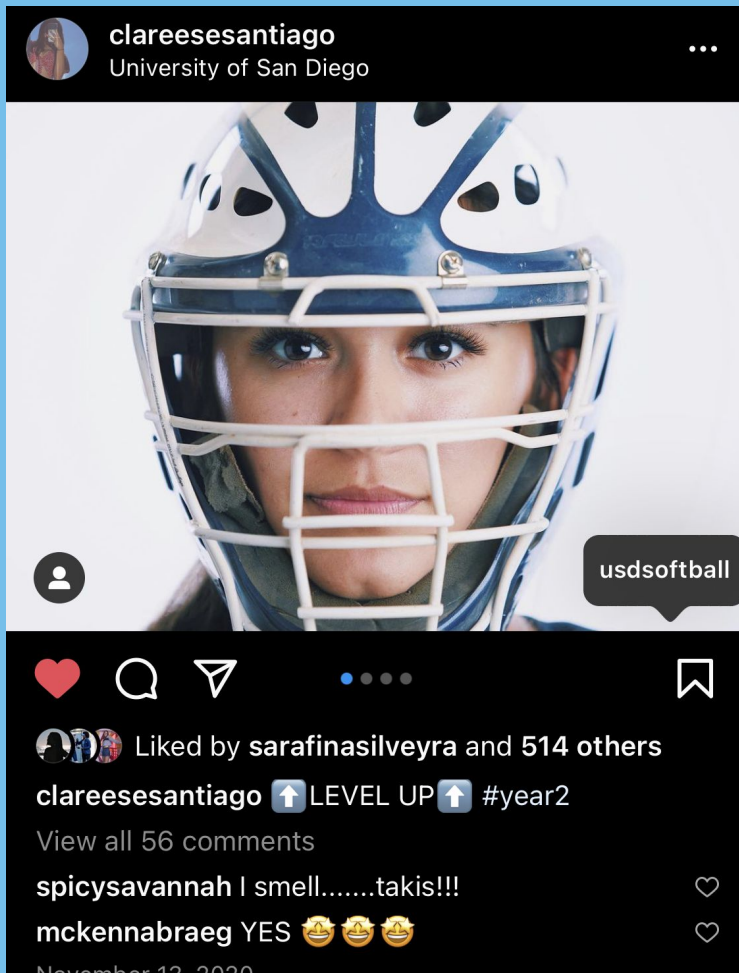
Give 100 percent

#GoToreros



7







# Tips & Tricks for Posting - Coach Shay

- Timing - day of the week and time during that day
- Captions - express yourself; match picture mood; pre-season, conference, post-season references; etc.
- Tag other teammates who are in the picture
  - If tagged, re-post it to IG story with own emojis, words, etc. (keep it short)
- Twitter = retweet, quote tweet, like any tweets involving you or the team that you like...the more retweets/quote tweets the better





shayknighten\_17



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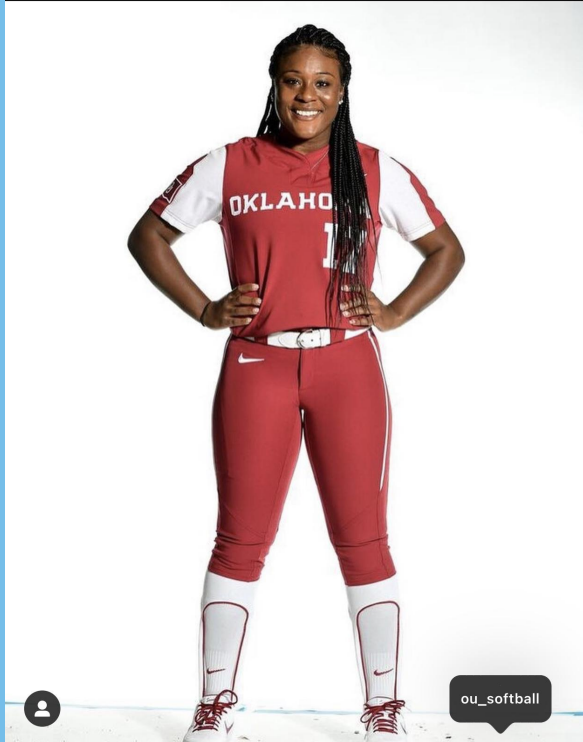


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shayknighten\_17 Flying into conference play like... 🦄🐱



shayknighten\_17



ou\_softball

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shayknighten\_17 Senior szn...are you ready?! 🤔

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Norman, Oklahoma



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shayknighten\_17 🎉 ITS PARTY TIME!! 🎉 post-season is officially upon us 🦄🐱 #ousoonastyle #🔑

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