

# Miriel Santos

Mizzou Track and Field





# ***GENERAL STRATEGY***



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1. Objective: To build a robust online presence that emphasizes the multifaceted identity as an athlete, student, and individual with a rich cultural background. Focus will also extend to academic pursuits and personal interests, ensuring a holistic portrayal of personality.
2. Target Audience: Target audiences include fellow students at Mizzou, young athletes, fans of track and field, individuals interested in international business and supply chain management, and the Brazilian community.
3. Voice and Tone: Authentic, inspirational, and informative. Showcase resilience in the face of medical disqualification, dedication to studies, and pride in Brazilian heritage.



# ***PROFILE ENHANCEMENT***



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1. Profiles: Ensure all profiles use same/close to same usernames.

2. Bio Updates: Include key information—athlete at Mizzou, international business and supply chain management student, Brazilian roots, and an aspiring business professional.

3. Visual Cohesion: Use consistent branding across profiles that reflect Brazilian heritage, academic pursuits, and athletic background. Consider a color scheme that includes the green and yellow of Brazil's flag, coupled with Mizzou's colors.



# ***CONTENT GUIDE***



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1. Athletic Journey: Share throwback content from track and field achievements, training routines, and recovery processes, focusing on the journey rather than current participation due to the disqualification.
2. Academic Insights: Share content related to studies, such as project highlights, group studies, and internships.
3. Cultural Pride: Regularly incorporate Brazilian culture, including food, traditions, and language. Highlight the experience of being a Brazilian student-athlete in the U.S.
4. Day in the Life: Feature content that provides insights into daily routine, including both student life and involvement with sports and community.



# ***POSTING PLAN***





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1. Instagram: Utilize stories for real-time updates, posts for more permanent content like academic achievements or cultural celebrations, and reels for dynamic content such as day-in-the-life videos or cultural showcases.
2. Twitter/X: Focus on motivational quotes, resharing content from Mizzou's official accounts, and engaging with the sports community.
3. TikTok: Emphasize "day in the life" content, cultural showcases, and simple, relatable moments from a life as a student and athlete.



***NIL BRAND DEALS***

***AND GUIDELINES***



# ***NIL BRAND DEALS AND GUIDELINES***

- Local Partnerships: Explore collaborations with businesses in Columbia that align with interests in international business and Brazilian culture.
- Educational Content: Share information on NCAA regulations regarding NIL deals for foreign exchange student-athletes, focusing on what's permissible and strategies for leveraging status compliantly.



# ***BRANING DEALS***



# ***BRANDING IDEAS***

1. YouTube Channel: Launch a channel focused on educational and cultural exchange, including insights into navigating college athletics as an international student.
2. Podcast: Start a podcast discussing challenges and triumphs in international education, athletics, and integrating into a new culture