

Best Social Media Practices for Young Athletes





DEFINE YOUR BRAND & NICHE

Before people choose to follow you, they first must know who you are, what your values are, what motivates you, and how you can provide them value. Showing others all of this will come easily if you have already established your personal brand. Social media is just the virtual extension of your brand and story.

Your brand takes on many hats, i.e. an athlete, artist, musician, leader, etc. All of these hats also represent the niches you should establish on social media. Creating content and speaking to the main areas that make you *you* will allow you to resonate and provide value to a larger range of people. It will also be easier to convince brands to partner with you when you can demonstrate that your niches align with their ideal customers.



SHOW & TELL YOUR STORY

The key to getting people interested in your story is by creating compelling content. Yes, creating visual appealing content helps, but what has the biggest impact is creating content that others find *valuable*. The best way to do this is to 1) understand why they're following you and 2) creating an experience for them.

Creating content that you love, allows you to express yourself, and what others are looking for is the magic formula. For athletes, it's actually pretty easy to do this. The best examples are showing behind the scene moments of your life such as workouts, pregame meals, recruiting visits, etc. Post a quote or bible verse that has meaning to you for others to also share. Host Q&A's, talk about your successes and struggles, or anything that lets others feel apart of your journey.



FOCUS ON YOUR FOLLOWERS

The biggest mistake that many commit is making follower count their main priority. To grow their followers, they try to go “viral” or make content that will appeal to as many people as possible. The issue with this approach is that by trying to resonate with everyone you’re most likely going to resonate with no one.

When making content, your *current* followers should be your priority. Your current followers are your biggest supporters and fans. When you continuously provide them value, they will want to share your content with their friends and followers. Then, your follower count will naturally begin to grow with followers you actually want to be your followers. Those who enjoy your content and become your biggest promoters.



BUILD A COMMUNITY

The other issue with prioritizing follower count is that it's not actually the most important metric to grow your social media presence and attract brands. Instead, engagement rate holds the real power. Having a high engagement rate comes when you create your own community. This is why it's vital to focus on building followers who will actually find value out of your content and brand.

You also want to engage with your community. When they comment on your posts, reply to them and have a conversation with them. Comment on their posts and stories. Encourage them with Q&A's, polls, or other questions. Brands want athletes who carry a loyal following that they can leverage.



BE CONSISTENT

You want to establish a consistent posting cadence that works with your schedule. You don't need to be posting everyday if you don't have the time or frankly don't want to. However, you still want to establish a cadence so people don't forget about you and can consistently follow your journey.

The other benefit with posting relatively frequently is that it allows you to see what type of content works. Creating compelling content is like a scientific experiment. Hypothesize what you think will work, test it (aka post it), then evaluate and readjust if needed. In other words, quantity drives quality. The more you post, the better your content will become.



DON'T COMPARE YOURSELF

Social media is about promoting who *you* are. It is not a competition to compare yourself to everyone else. Plus, the more time you focus on everyone else the less time you have to focus on yourself.

Remember, people will want to follow you when they know what your brand is about. That comes with establishing trust through authenticity. You will be harming yourself if you begin compromising authenticity for approval of everyone. It's human nature to want to compare yourself vs others. If you ever find yourself in that mindset, revert back to the following reference point, "Am I being true to *my* purpose?" Live your life based on your purpose and values, not anyone else's.



ELITE

CONTACT & VISIT US

JRZYELITE.COM

IG: @JRZYELITE

CONTACT@JRZYELITE.COM

#BECOMETHEELITEYOU