



# ATHLETE SOCIAL MEDIA TRAINING



# OVERVIEW

- Your authentic story on social media
- Platforms at a glance
- Get started
- Guidelines & best practices
- Do's and don'ts
- How we can help





# SHARING YOUR AUTHENTIC STORY

## OPPORTUNITY

- Social media gives you the opportunity to tell your story authentically, build your personal brand, and connect with fans

## HOW DO YOU WANT TO USE SOCIAL MEDIA?

- What is your relationship with social media
- How much or how little of your life do you want to share
- Public v. private accounts
- Personal v. fan pages

## WHAT'S MOST IMPORTANT TO YOU?

- Gaining media attention
- Building your personal brand
- Showing partners/sponsors value



# SHARING YOUR AUTHENTIC STORY

- Anyone that has access to your social media can share your story with the world
- Make sure they share the story you want them to share
- Athletes are the most credible spokespeople & fans are genuinely interested in your stories
- This is an **opportunity** to tell your story to your fans, build your personal brand, **connect** with fans and potential partners

List 5 things you would like fans to know about you! That becomes your **narrative**. Know your story well, tell it over and over again. That will become your core messaging & your personal brand messaging!



# PLATFORMS AT A GLANCE



- Oldest platform
- Usually with the most followers
- Public figure/fan page
- Post content worth sharing



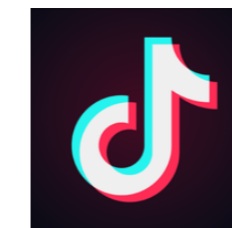
- Fastest growing platform
- Top engagement
- Pictures thrive here



- News feed platform
- Forum type, conversational
- Where media go



- Decreasing hype
- Vlog type
- Low quality video



- Growing rapidly
- Short videos
- Fun, silly content



- Longform video
- Vlogs
- Take them into your life



# GET STARTED

## SOCIAL ACCOUNT AUDIT

- Locate all your profiles and make sure all the information is **accurate**, up to date, and reflects your brand
  - If your accounts date back, scroll through to insure you didn't say anything in the past that you wouldn't want coming back to bite you in the future
  - If you wouldn't want it published on a billboard, then don't post it
- If you no longer want to maintain a profile, shut it down
- You should be present on the following platforms: Facebook, Twitter, Instagram. This makes it easier for sponsors, partners & the media to tag you





# GET STARTED

< cpendrel



527 Posts   22.7K Followers   641 Following

**Catharine Pendrel**  
Bikes, skis, mountains & trees  
Cross country World Champion 2011 & 2014  
Olympic Bronze 2016, Race for @clifproteam / Canada  
@PendrelRacing  
www.instagram.com/tv/CAx0osAnuZf/?igshid  
Kamloops, British Columbia



**Catharine Pendrel** ✓  
@cpendrel Follows you

2x World Champion, 3x Canadian Olympian, 2016 Bronze medalist in cross country mtn biking. Clif Pro Team. Instagram @cpendrel Facebook Catharine Pendrel MTB

cpendrel.blogspot.com   Joined July 2011

450 Following   9,505 Followers

Following

< rusty\_woods



686 Posts   33.6K Followers   606 Following

**Michael Woods**  
Athlete  
Pro Cyclist for EF Education First, 🇨🇦 Olympian, sub-4 miler & Co-Founder of @mile2marathon  
michaelwoods.cc/



**Michael Woods** ✓  
@rusty\_woods Follows you

Pro Cyclist for @EFProCycling, 🇨🇦 Olympian, sub-4 miler & founder of @mile2marathon. Instagram: rusty\_woods

📍 Ottawa, Ontario   michaelwoods.cc   Joined November 2009

585 Following   13.2K Followers

Following

- Fully update your profile and tell us about you
- Make sure all your accounts have a **consistent** look so branding is cohesive across all social platforms
- Your bio is your chance to brag a bit, but also humanize yourself. Let us know your accomplishments, what is important to you & what you may post



# GENERAL GUIDELINES

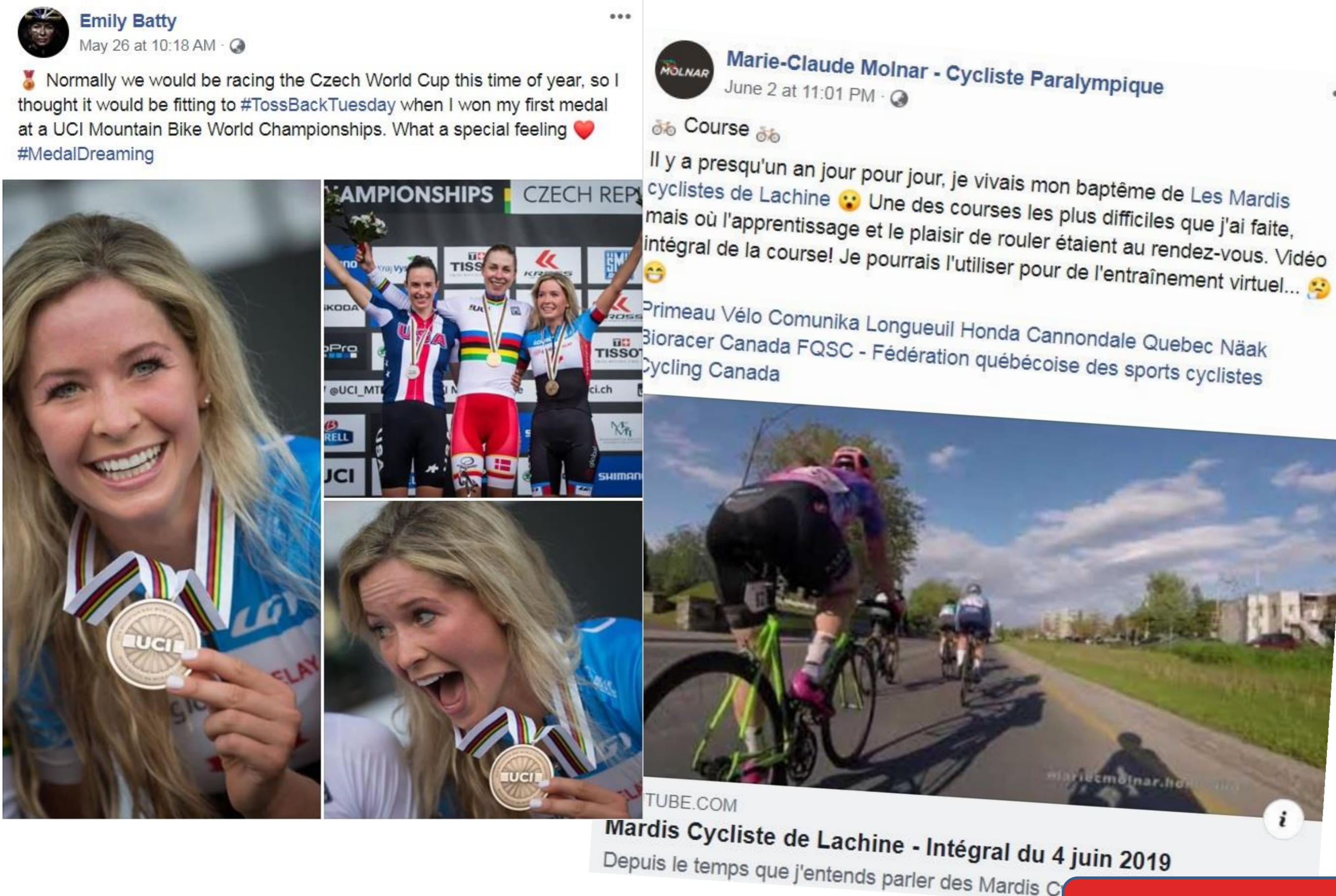
**WHY SHOULD I FOLLOW YOU? BECAUSE YOU ARE AN ELITE ATHLETE, BECAUSE YOU INSPIRE ME OR BECAUSE YOU POST COOL PICTURES? A FEW TIPS:**

- Commit to your chosen account. Post consistently and accurately
- Post in first-person, diary-type format
- Check your spelling and grammar
- Use appropriate hashtags
- Engage! Social media is a two-way street
- Be authentic. People want to see the real you. Share your triumphs and your struggles
- Before posting, ask yourself: Could this affect my performance? Could this change others' perception of me?



# BEST PRACTICES

**CONTENT IS KING. WITHOUT CONTENT TO POST, YOUR ACCOUNTS WILL JUST BE PRETTY LANDING PAGES WITH NOTHING HAPPENING.**



## FACEBOOK

- A fan page helps build your brand & keep your personal and professional life separate
- Engage with your community & know your audience
- Blog post entry type
- Video is the most engaging type of post
- Always include a photo, article or video when posting to maximize reach & engagement



# BEST PRACTICES

## TWITTER

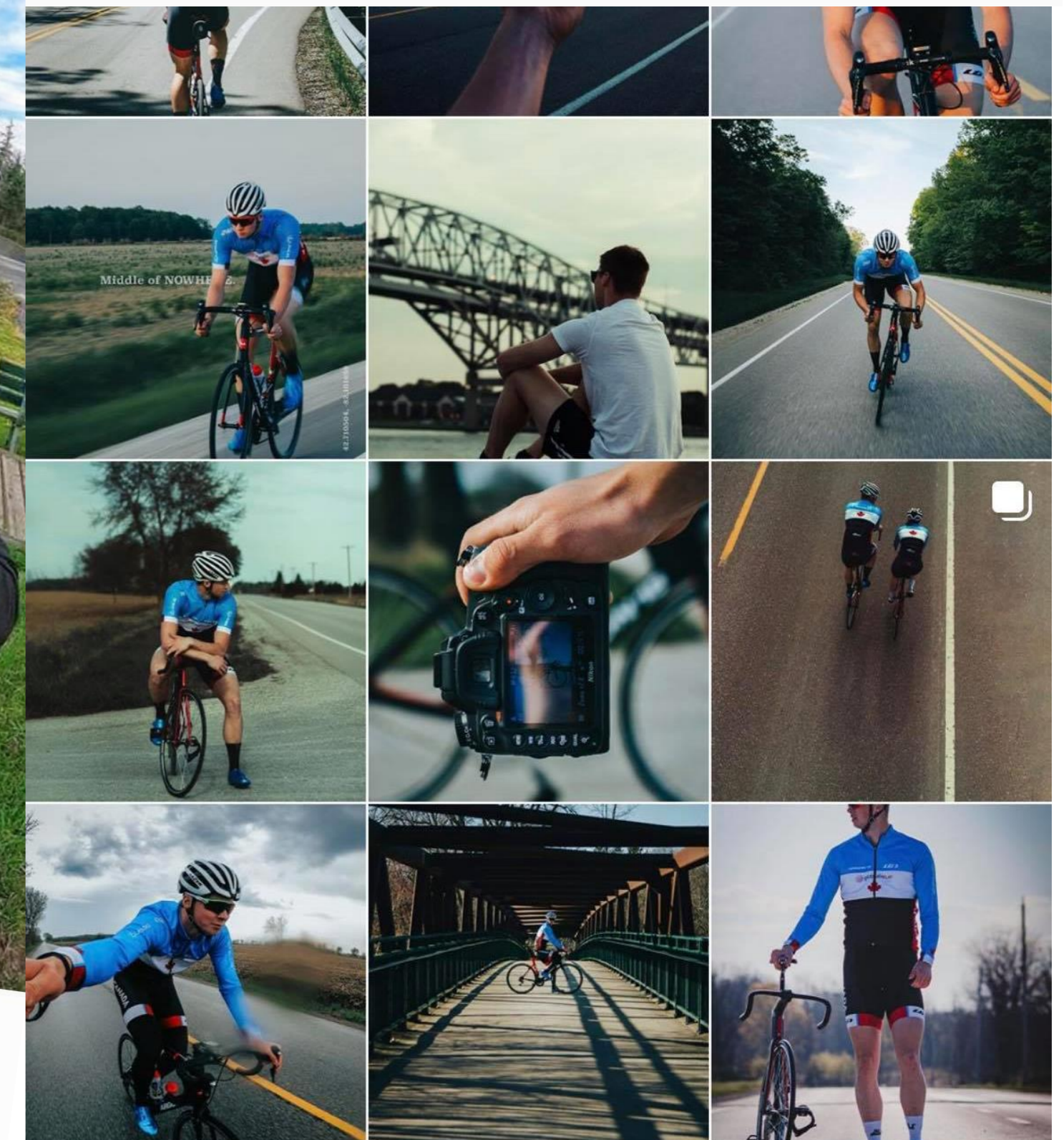
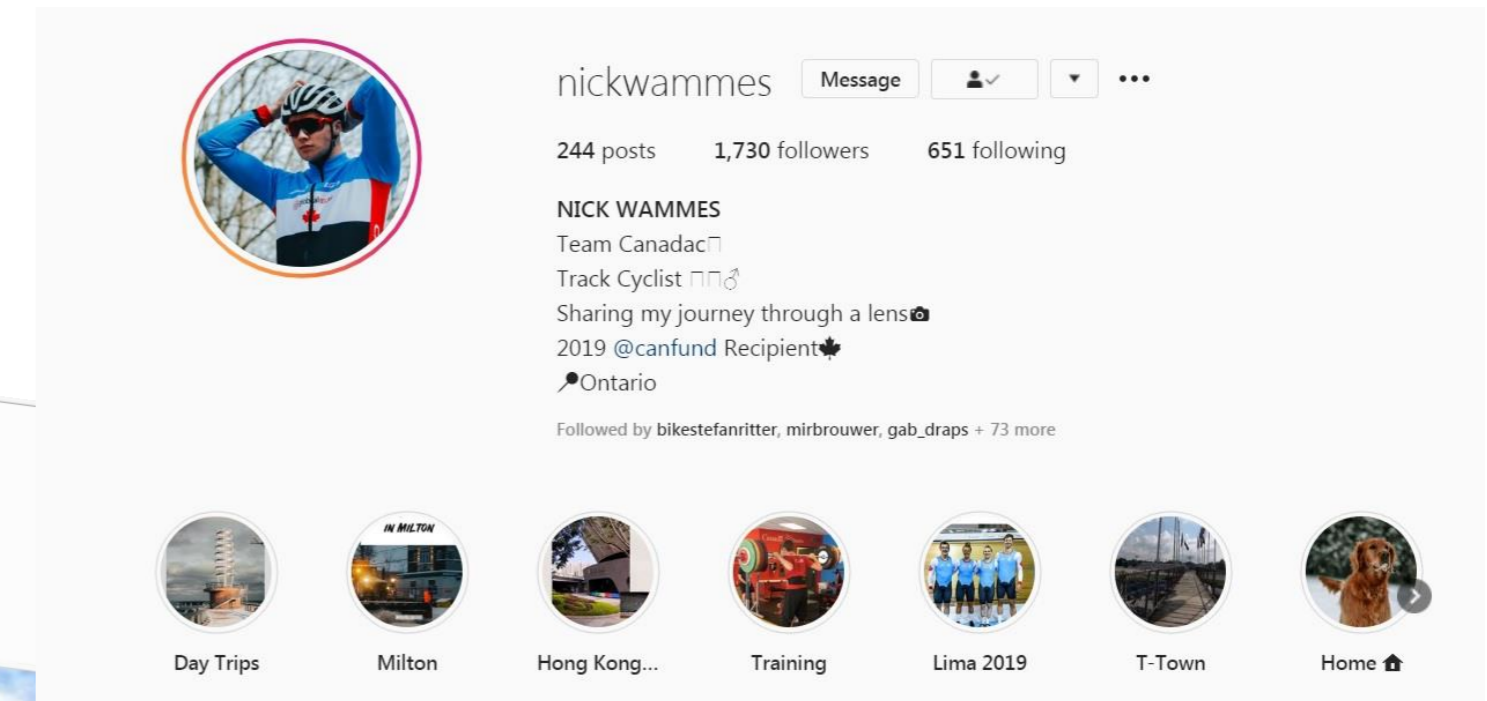
- Make 240 characters count
- Increase engagement: Photo tagging, trending topics, tweets v. replies
- Post updates & news
- Bilingual athletes: take advantage of this to post in both languages!



# BEST PRACTICES

## INSTAGRAM

- Feed: Look & feel should be curated
- Stories: Your authentic everyday self
- Tagging: Location, people in photos, partners, hashtags
- Stories: Tagging, volume, orientation, videos, live, save highlights
- Pictures and videos
- Tools to get you started: Repost, Preview, Canva, Unfold, Lightroom

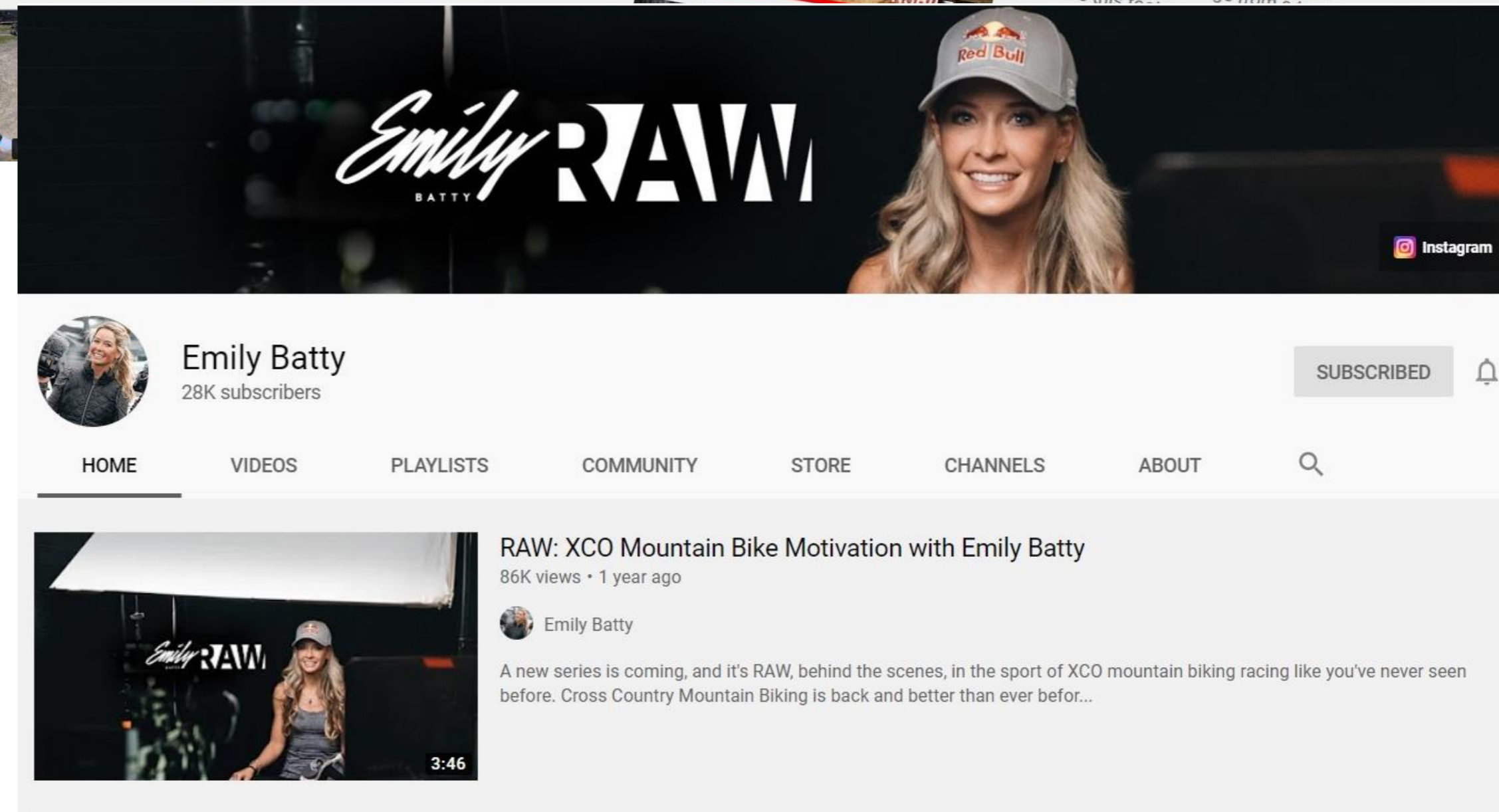
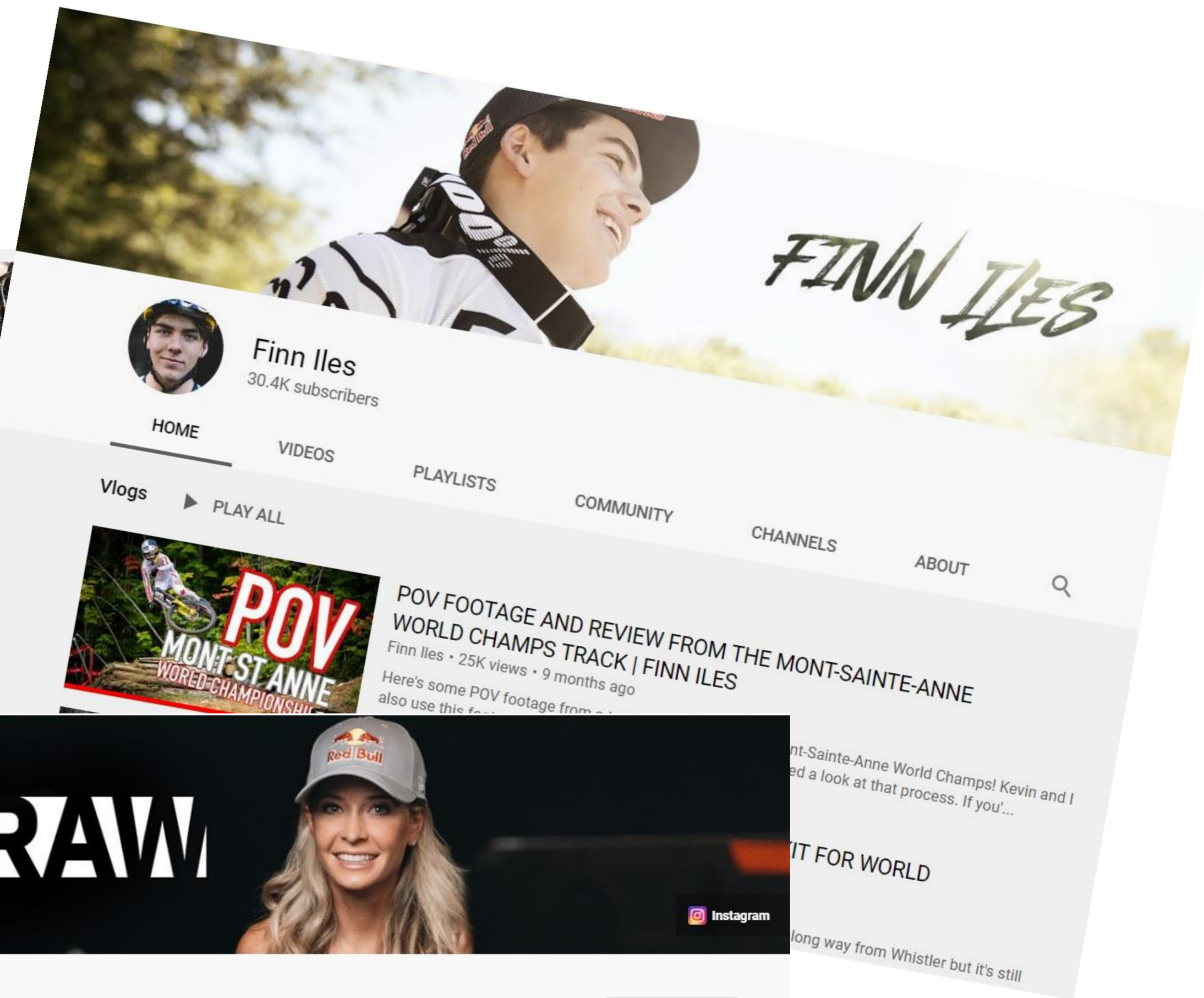
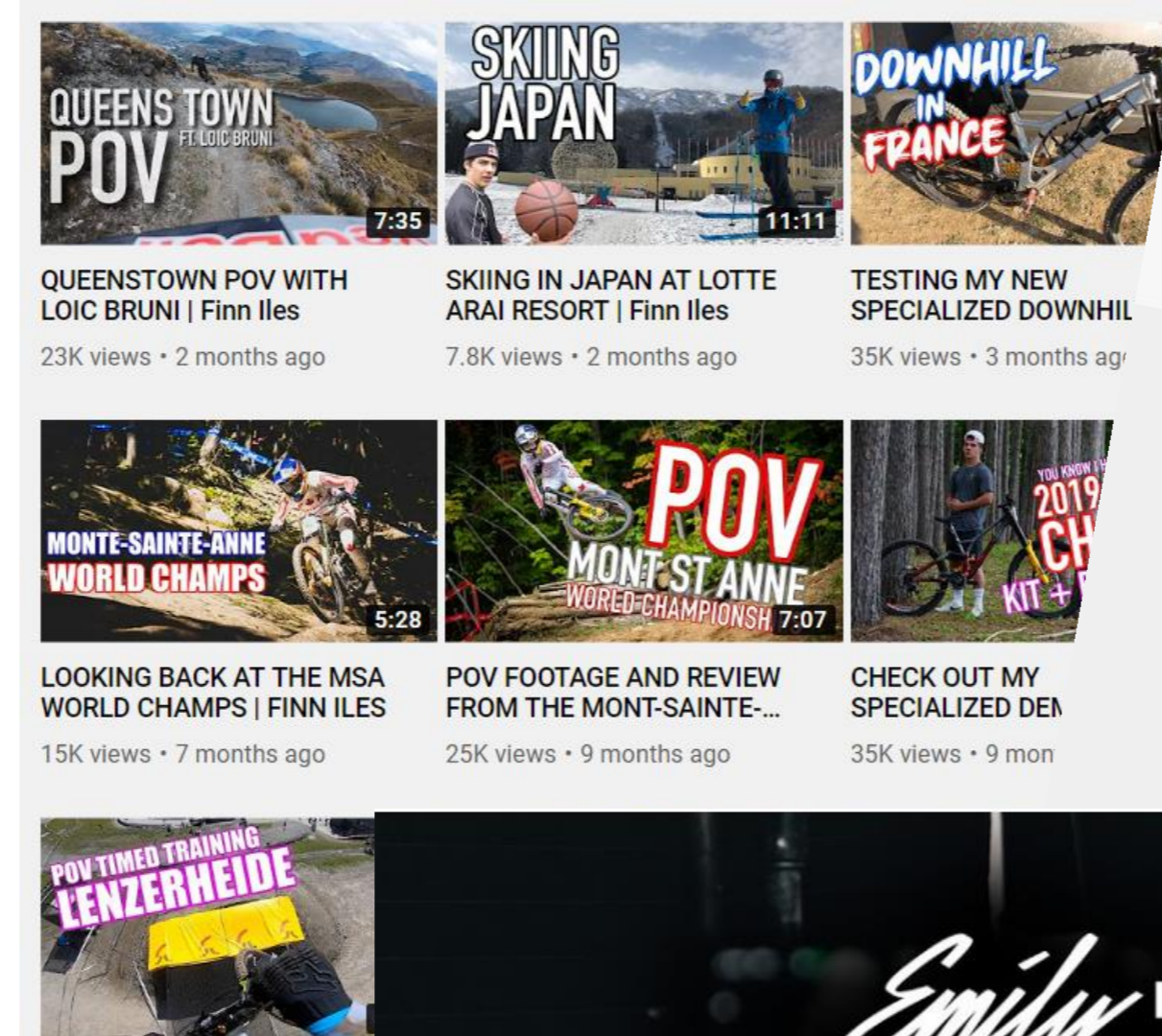




# BEST PRACTICES

## YOUTUBE

- Longform videos: cool/crazy/epic content
- Vlogs: show your personality
- More personal and fun
- Consistency is key. Make sure to keep your subscribers engaged
- Organize videos in your Playlists





# DO'S AND DON'TS

## DO

- Be yourself
- Give credit where credit is due. Credit photographers or outlets
- Post using tags, event hashtags and media if available
- Interact with your audience, retweet others, respond and share
- Be careful when you retweet/like. A like is an endorsement and public will assume you support the something you like
- Ask for advice
- Have fun! Social media is meant to be social and fun

## DON'T

- Be a jerk
- Post things you wouldn't want the world to see
- Let every post be a selfie. Selfies are ok, but sprinkle them here and there
- Reshare/post just anything. If you have to think twice about posting, you probably shouldn't post it



# SOCIAL MEDIA SUPPORT

## CYCLING CANADA IS HERE TO HELP!

- We want to help Cycling Canada athletes tell their stories, build their online brands and extend their social media reach
- Content sharing
- If you have story ideas or topics/messages you want to push, run them by Cycling Canada. We will help you frame it in a positive way
- If you are the victim of hacking, impersonation or online threats, please get in touch with us immediately



# LET'S CONNECT



Cycling Canada



@CyclingCanada



@CyclingCanadaOfficial

# CYCLING CANADA CONTACT

For any questions you may have about interacting with the media or using social media, please contact:

**Karine Bédard**

Marketing & Communications Manager

[Karine.bedard@cyclingcanada.ca](mailto:Karine.bedard@cyclingcanada.ca)

WhatsApp: (438) 884-8771

Karine will be the Canadian Olympic Committee's  
Media Attaché for Cycling in Tokyo.