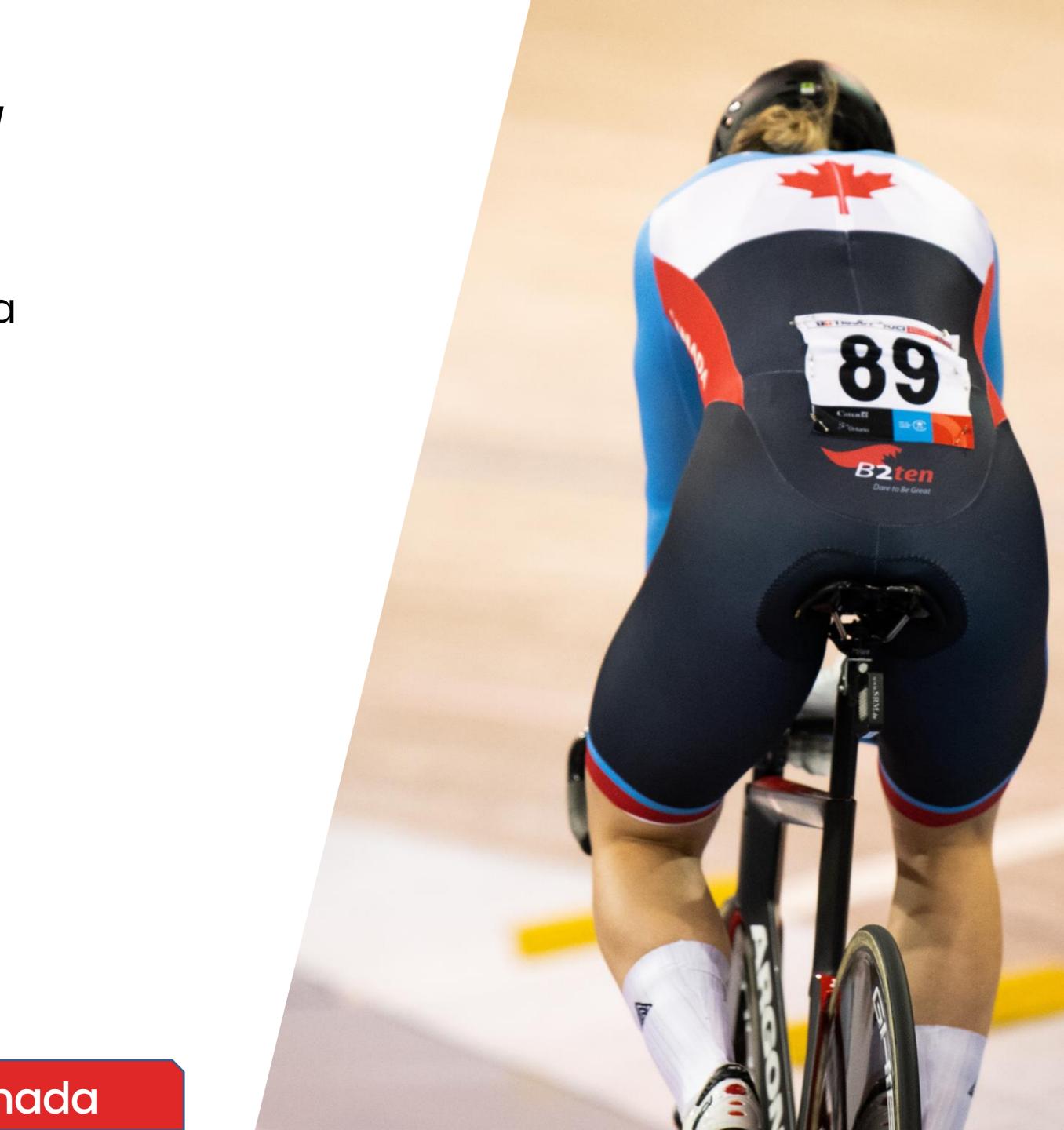


ATHLETE SOCIAL MEDIA TRAINING



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

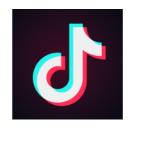


- Fastest growing platform
- Top engagement
- Pictures thrive here



- 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 🗇

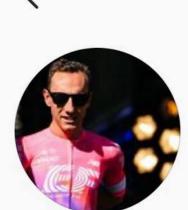
527 Posts

22.7K 641 Following Followers

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 450 Following 9,505 Followers



rusty_woods 🧇

33.6K 686 Followers Posts

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 III Joined November 2009

585 Following 13.2K Followers



- 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
- struggles
- change others' perception of me?

2020 Social Media Training Cycling Canada

Be authentic. People want to see the real you. Share your triumphs and your

Before posting, ask yourself: Could this affect my performance? Could this



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



/lay 26 at 10:18 AM · 📿

Normally we would be racing the Czech World Cup this time of year, so thought it would be fitting to #TossBackTuesday when I won my first medal at a UCI Mountain Bike World Championships. What a special feeling 🤎 #MedalDreaming







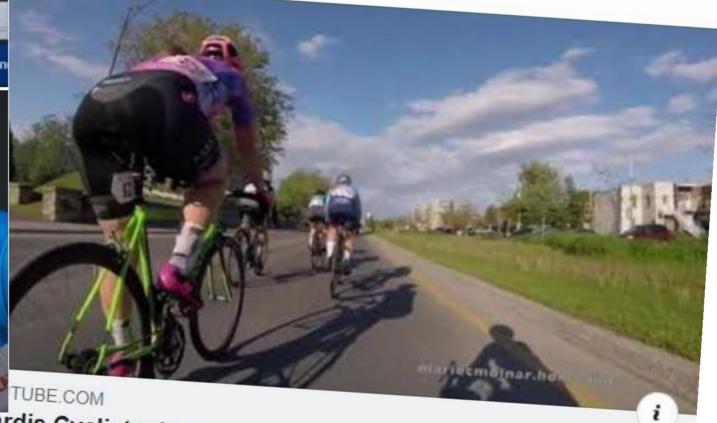


Marie-Claude Molnar - Cycliste Paralympique June 2 at 11:01 PM · 🕥

36 Course 36

Il y a presqu'un an jour pour jour, je vivais mon baptême cyclistes de Lachine 😮 Une des courses les plus diffici mais où l'apprentissage et le plaisir de rouler étaient au intégral de la course! Je pourrais l'utiliser pour de l'entrai

Vélo Comunika Longueuil Honda Cannondale Quebec Näak Bioracer Canada FQSC - Fédération québécoise des sports cyclistes



Mardis Cycliste de Lachine - Intégral du 4 juin 2019 Depuis le temps que j'entends parler des Mardis Cr

FACEBOOK

| e de Les Mardis |
|---------------------|
| les que j'ai faite, |
| rendez-vous. Vidéo |
| înement virtuel 🤧 |

- 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

















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!

 Q_5

2020 Social Media Training Cycling Canada



Pete D @Petey_D · Mar 24 February feels like ages ago, but lets not forget the good times we had. It is those memories that will carry us through the coming months of uncertainty

@ontariocycling Endurance Camp was phenomenal - proud of the athletes buff.ly/399v4oA





1]

cervéla

Ross Wilson 🥑 @88rossco · Jan 28

1T

C

It's me talking to **@cdncyclist** about the upcoming ParaCycling World Championships in Milton - facebook.com/CanadianCyclis... Tickets available so come watch, or see it on **@flobikes** or **@CBCOlympics** (how cool is that?!?!)



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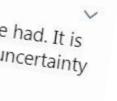
2020 Para Track Worlds - Ross Wilson Preview Team Canada's Ross Wilson talks about the upcoming Para Track Worlds S facebook.com



1] 3

♡ 18

⊥



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





2

Liked by jamespalmer66 and others tnyhaug49 WHAT'S UP everyone! Does anyone have

telus



244 posts 1.730 followers 651 following NICK WAMMES Team Canadac⊺ Track Cyclist □□∂ Sharing my journey through a lens 2019 @canfund Recipient

wed by bikestefanritter, mirbrouwer, gab_draps + 73 mor



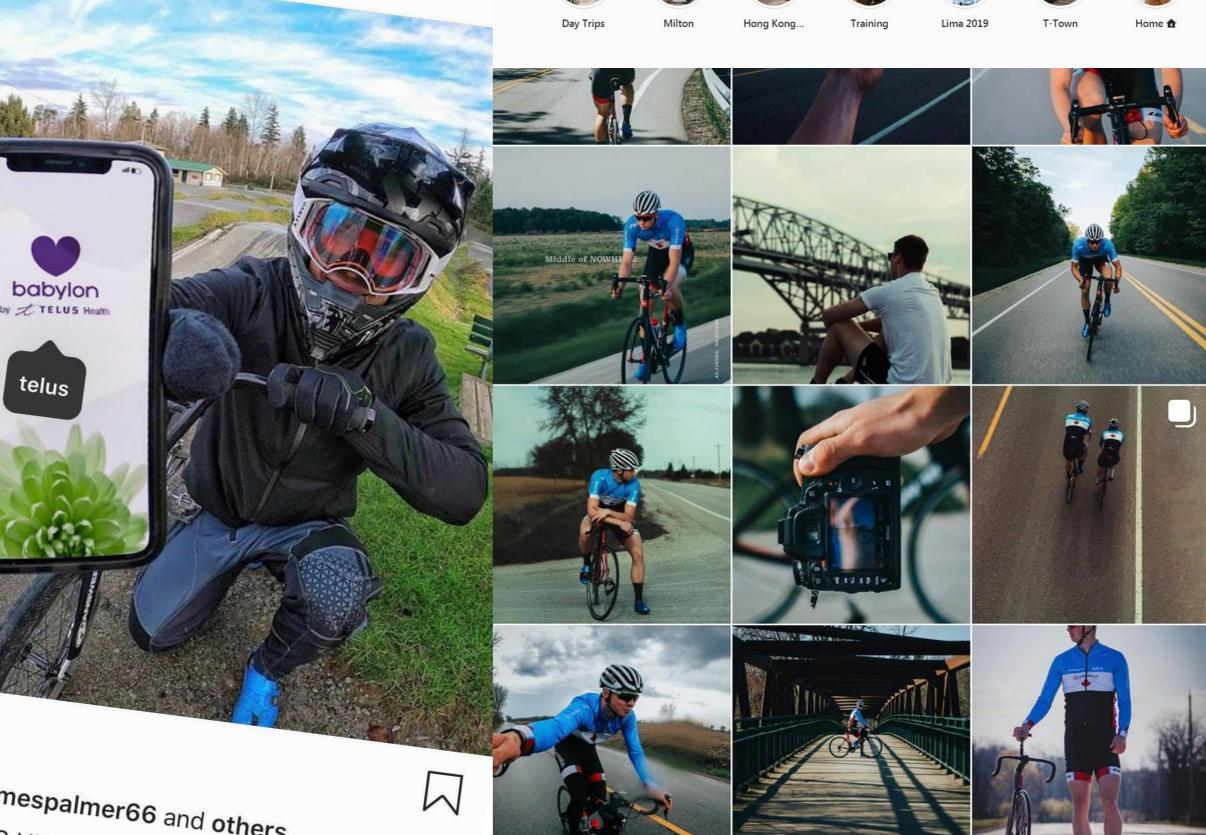


nickwammes









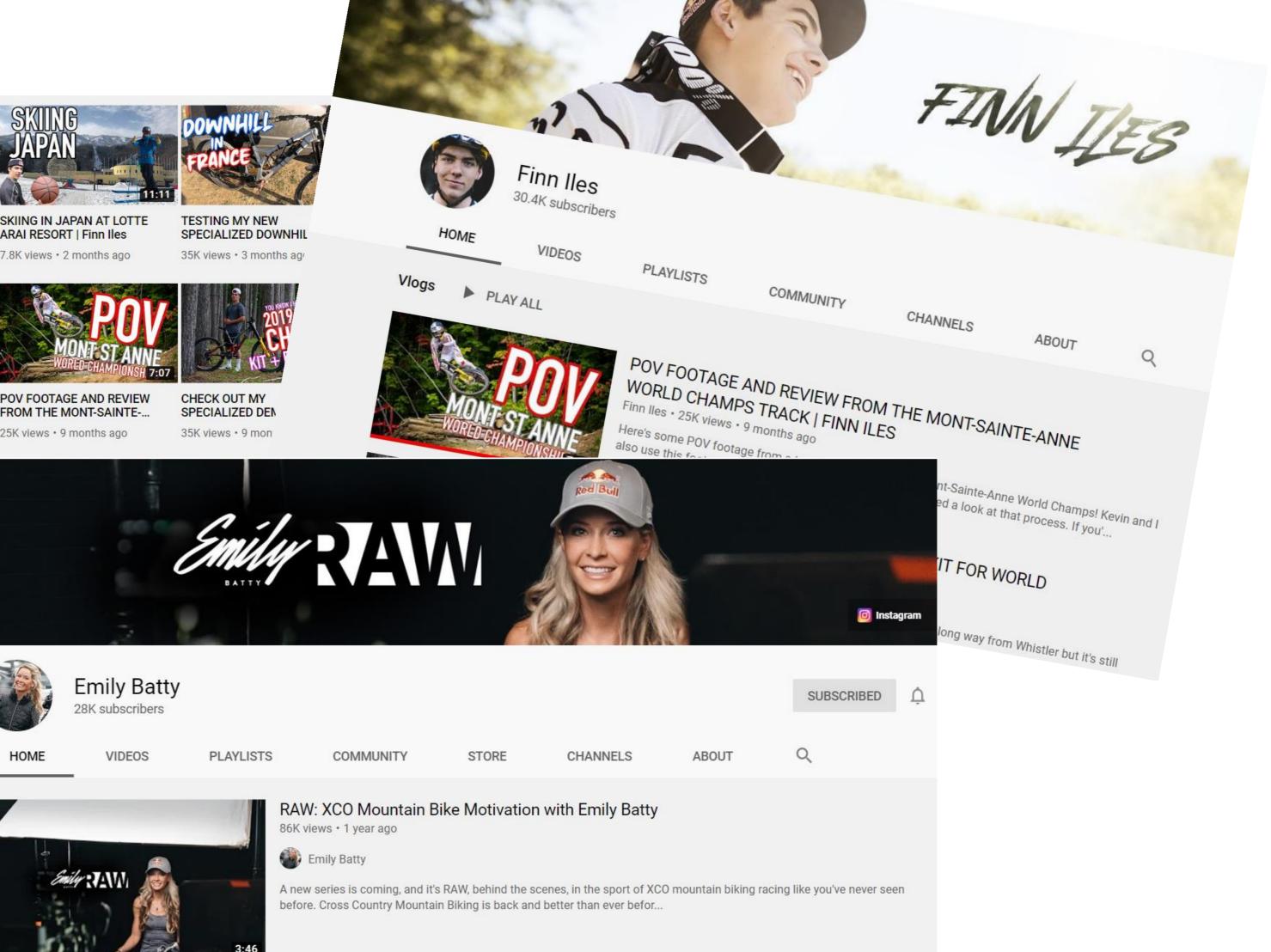




YOUTUBE

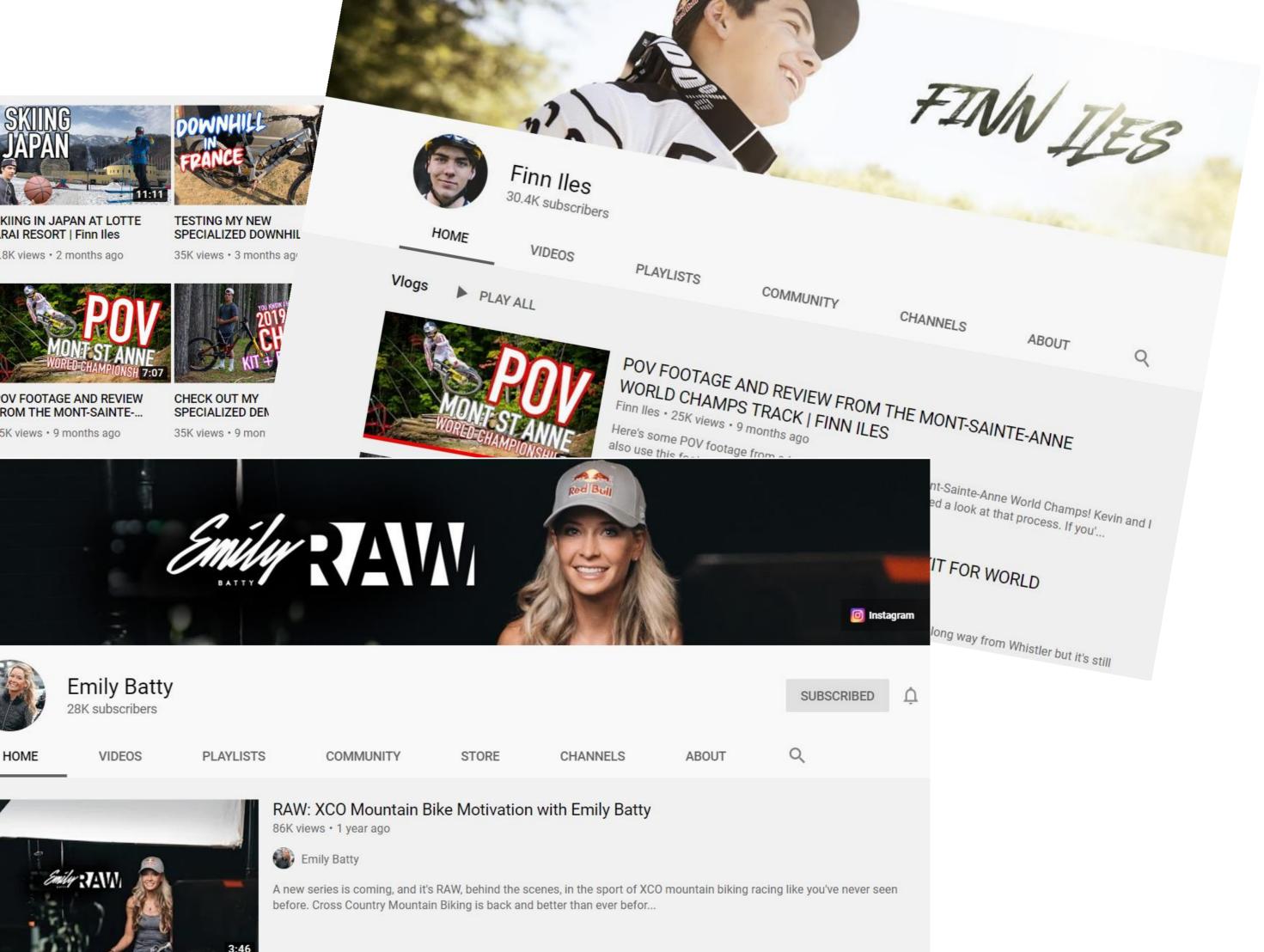
- Longform videos: cool/crazy/epic content
- Vlogs: show your personality
- More personal and fun
- Consistency is key. Make sure to keep your subscribers engaged
- Organize videos in your Playlists





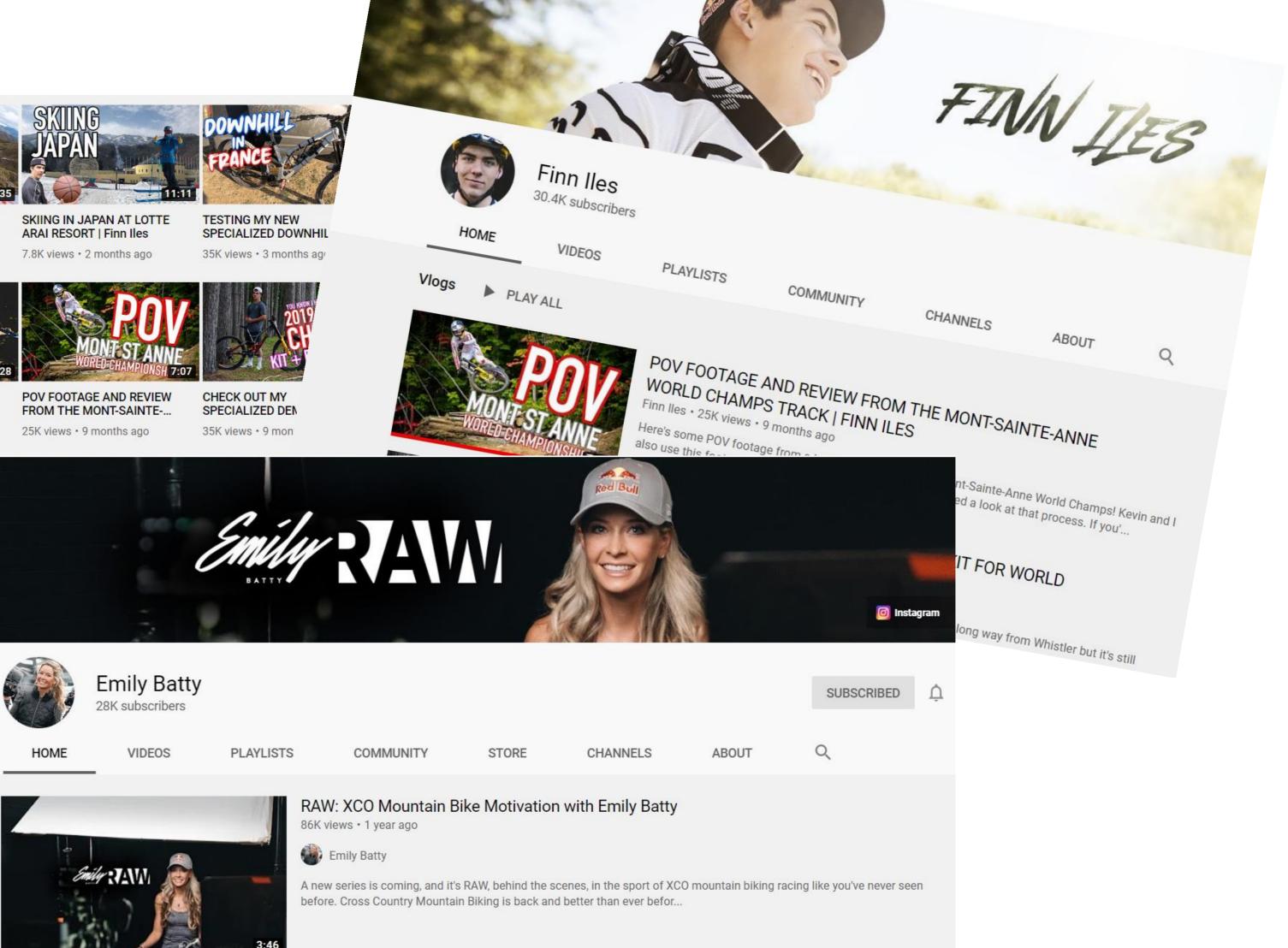
LOIC BRUNI | Finn Iles

23K views · 2 months ago

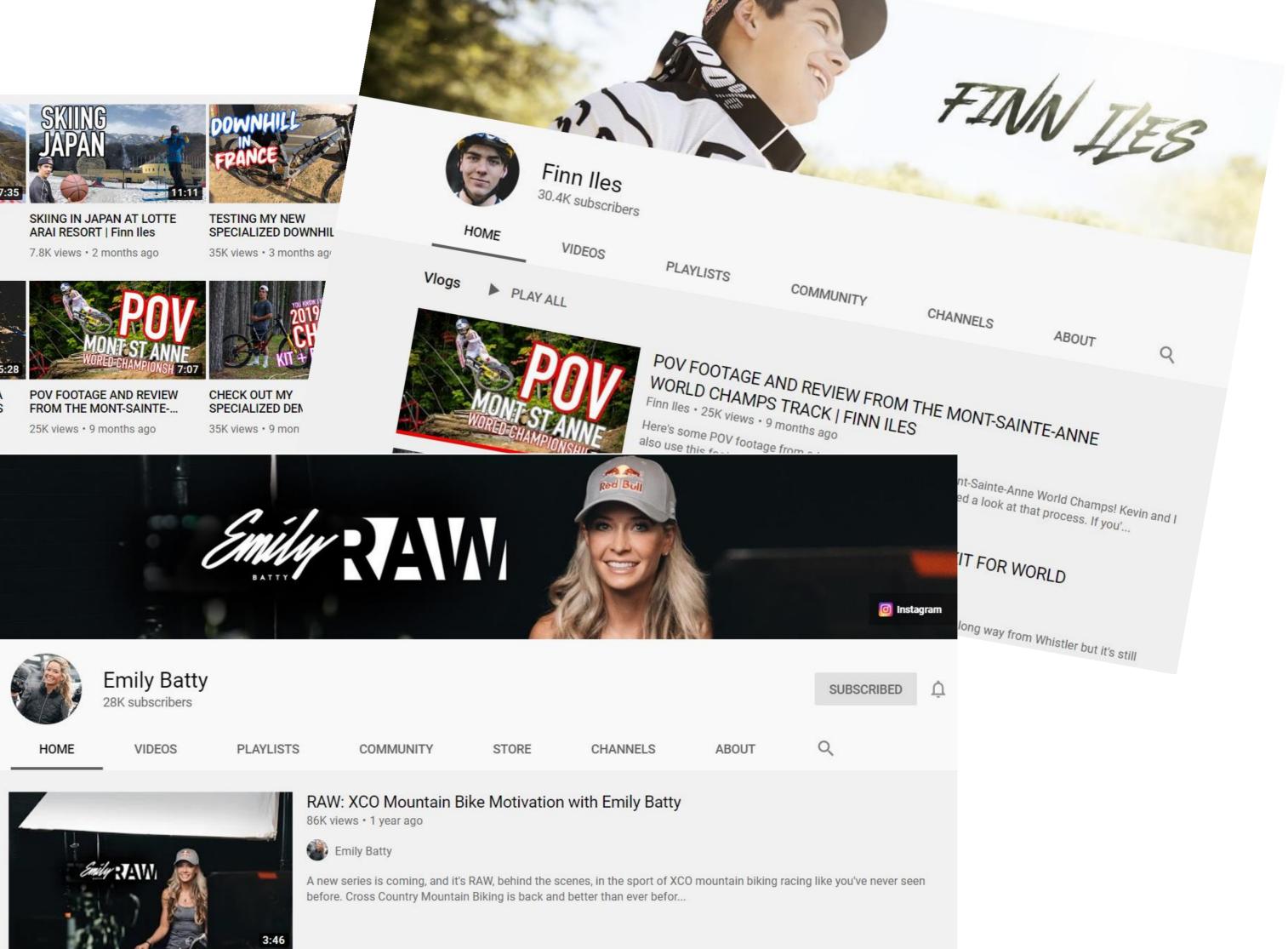


WORLD CHAMPS | FINN ILES









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

OCyclingCanadaOfficial



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 WhatsApp: (438) 884-8771

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

