Brand Building Through Social Media
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Learn the importance of educating your teams, coaches, staff on the importance of effective social media. This panel will review steps how to disseminate information, teach best practices and build a foundation.

Plus, learn the significance of personal branding and how your online image impacts your own career advancement. Attendees will leave with a toolbox of resources that will allow you to educate your own program.
Brand Building Through Social Media

- Responsibility to Educate and Protect
- Targeting the Message
- Policies
- Enforcement
- Education
- Personal Image
- Representation of Self and Institution
Brand Building Through Social Media

SARA EISENHAUER - PANELIST

Saint Mary's (Minn.) - 2010
University of Minnesota - 2014
Administrative Intern - Minnesota Intercollegiate Athletic Conference
Sports Information Director - St. Catherine
Assistant Commissioner - Upper Midwest Athletic Conference
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DAVID PETROFF – PANELIST
University of Wisconsin–Madison – 1997
University of Minnesota – 2007
Assistant Director of Event Management – University of Minnesota
Assistant Director of Media Relations – UW–Stevens Point
Director of Athletic Communications/Asst. Director of Marketing and Communications – Edgewood College
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MATTHEW FENTON - PANELIST
Messiah College - 2013
Messiah College - 2016
Graduate Assistant – Messiah College
Sports Information Director – Cairn University
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JIM NAPRSTEK – MODERATOR
Loras College – 2013
Graduate Assistant – Marian University
Director of Athletic Communications – Loras College
Director of Information – Midwest Collegiate Volleyball League
Twitter: @JimNaprstek
Cell: 815.207.9168
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SAM ATKINSON – ADVISOR
Salisbury University – 2000
Georgetown University – 2013
WBOC-TV / Inside Lacrosse / Sinclair Broadcast Group / US Lacrosse
Director of Athletic Communications – Salisbury University
Assistant Athletic Director of Communications – Gallaudet University
Twitter: @SamAtkinsonSID
Cell: 202.423.0642
Responsibility to Educate and Protect

- Responsibility falls on our shoulders
- Create buy-in within your department
- Educate and leverage coaches
Responsibility to Educate and Protect

- Create an effective social media policy
- Ensure conference policies are in place
- Leverage student-athlete ambassadors
Basic Monitoring

- Monitoring a necessity
- Purpose is two-fold
- Tools to help
Gaining Trust with Student-Athletes

- Not the Police
- Help, not hurt
Process Following Violation

- Friendly Reminder
- Meeting with SID
- Meeting with Head Coach
Basic Monitoring

hannahrussert
Saint John's University

89 likes

hannahrussert.
2 event wins.
1 UMAC record.
4 PRs.
1 Team Championship.

It was a pretty successful weekend to say the least! Thank you coaches, teammates, family, and fellow UMAC competitors, you have all made it a fun four years of competition! Time to focus on the next step!
Basic Monitoring

leesahul [Image]
UW Oshkosh

140 likes
25w

leesahul God is so much bigger than we could ever imagine and this season he chose to use us in a big way! To be a part of the Final 4 is so amazing! I’m so thankful for an amazing team and fantastic coaches! All the hard work paid off and tonight we are going to bed very happy!
Image vs. Reputation

- Outward Manifestation
- Perception
Rising Above the Noise

- Where do you fit in?
- Where can you stand out?
- Why you?
Building Your Image

- Network
- Support your peers
- Network through social media
Using LinkedIn

Katie Hinkle
Student at Crown College
Crown College • Crown College
Saint Bonifacius, Minnesota • 164 &

Send InMail

Experienced the realm of Social Media for both sports and business with a demonstrated history of working in the higher education industry. Skilled in Adobe Photoshop, InDesign, Organization Skills, Time Management,... See more
Using LinkedIn

<table>
<thead>
<tr>
<th>Experience</th>
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<tbody>
<tr>
<td><strong>Marketing Staff/Social Media Editor</strong></td>
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<tr>
<td>Crown College</td>
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<tr>
<td>Jan 2017 – Present</td>
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<tr>
<td>Saint Bonifacius, Minnesota</td>
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<tr>
<td>- Maintain social media outlets for Crown College; majority Twitter, Facebook, and LinkedIn</td>
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<tr>
<td>- Design posters, flyers, banners, web graphics for onsite and offsite functions</td>
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<tr>
<td><strong>Registrar Office Assistant</strong></td>
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<tr>
<td>Crown College</td>
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<tr>
<td>Jan 2014 – Present</td>
</tr>
<tr>
<td>3 yrs 5 mos</td>
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<tr>
<td>- Provide quality customer service to students and other constituents via phone, email and in person</td>
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<td>- Process transcript and enrollment verification requests in a timely manner while communicating with requestors as necessary</td>
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<td>- Works at and maintains data entry and data validation on a daily bases</td>
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<tr>
<td><strong>Sports Photographer</strong></td>
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<tr>
<td>Crown College Athletics</td>
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<tr>
<td>Aug 2014 – Present</td>
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<tr>
<td>2 yrs 10 mos</td>
</tr>
<tr>
<td>Saint Bonifacius, Minnesota</td>
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<tr>
<td>- Photograph home sporting events</td>
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<tr>
<td>- Edit and hand in photos in timely matter</td>
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Questions?
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