

Social Media In The AD World

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Social Media Stats:

- 97 % of people go online for information
- 70% of adults use Facebook or Twitter
- 90+% of students use some form of social media
- 70% of people use mobile to go online

What are some fears of Social Media for ADs?

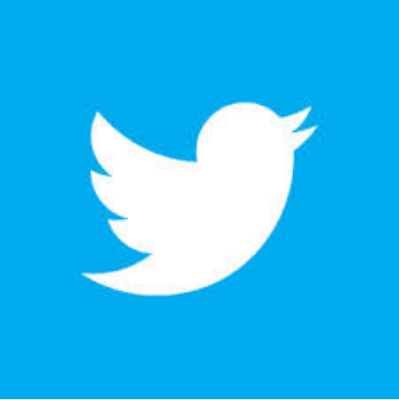




Positives of Social Media



- Instantly connect to your students, parents & fan base
- Follow media or other schools to get breaking news score updates, and information
- Send out urgent messages – Cancelations, changes, alerts
- Recognize and honor those athletes/teams that deserve recognition



What is Twitter?



- A form of communication in 140 characters or less
- A message that goes out to your “Followers”
- Share vision of Activities Dept.
- You control the message
- Sharing photos – live look ins



Do I have to be The Twitter Police?



- Educate on etiquette and dangers
 - Coaches meetings
 - Student/Parent Meeting
 - “Nothing is private on the internet”
 - MSHSL Consequences – Cyber bullying
 - College Recruiting – “I have stopped recruiting student athletes due to behavior on Social Media
- College Coach
- Not the job of the AD to monitor students
 - What about coaches?

How should I write be Used?

Edina Hornets

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Tweet to Edina Hornets

Photos and videos >



Who to follow · Refresh · View all



Edina Hornets
@edinahornets FOLLOWS YOU
Edina, MN · hornets.edina.k12.mn.us



TWEETS **3,115** FOLLOWING **99** FOLLOWERS **2,322**

Following 

Followed by    Minnesota-Scores.net, Storm Athletics, Hopkins Schools and 18 others.

Tweets

 Retweeted by Edina Hornets

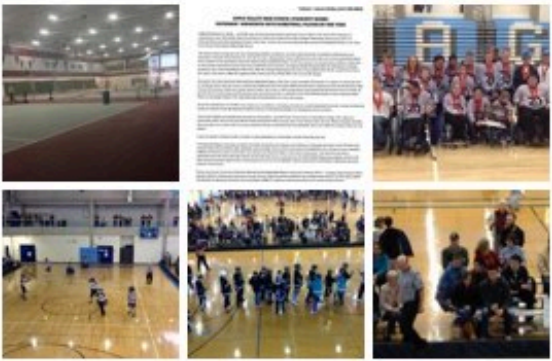
 **Edina Schools** @edinaschools · 2h
Honor an #ISD273 teacher today. @EdinaChamber is accepting applications for 2014 Teacher of the Year award. edinachamber.com

How should Twitter be Used?

- Following >
- Followers >
- Favorites >
- Lists >

Tweet to AVHS Athletics

Photos and videos >



Who to follow · Refresh · View all

 **bouaxiong** @bouaKARE



AVHS Athletics
@AVHSAthletics FOLLOWS YOU

The official page of Apple Valley High School's Athletic Program.
Apple Valley, MN · avhs-xserve.district196.org/groups/eagleat...

TWEETS **6,133** FOLLOWING **291** FOLLOWERS **1,682** **Following** ⚙️

 Followed by **Cougar Activities, JFK Eagles, Eagan Wildcats** and 17 others.

Tweets

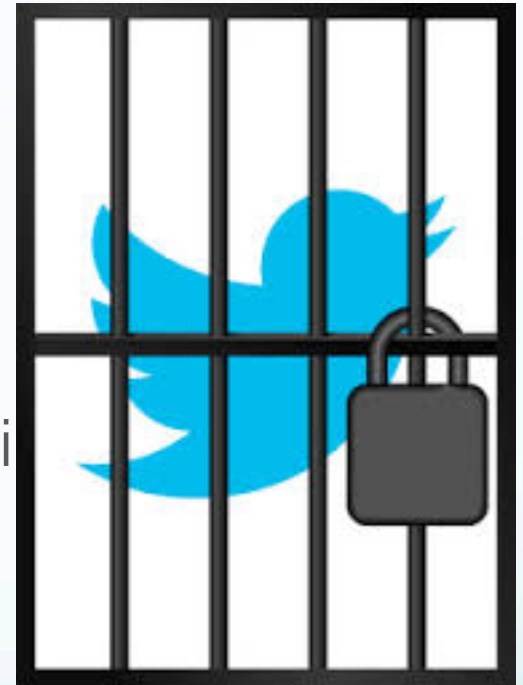
 **Sam Firpo** @SamFirpo · 2h
AV baseball enjoy Florida. #baseballfun. pic.twitter.com/QwwJUHYQQ9
View photo Reply Retweet Favorite More

 **AVHS Athletics** @AVHSAthletics · 49m
@SamFirpo Not funny. Mr. Firpo not funny

Track and Field Uniform dis

Who Should Have Access?

- Trainers
- Admin staff
- Athletic staff – coaches
- Links to twitter/facebook on district site



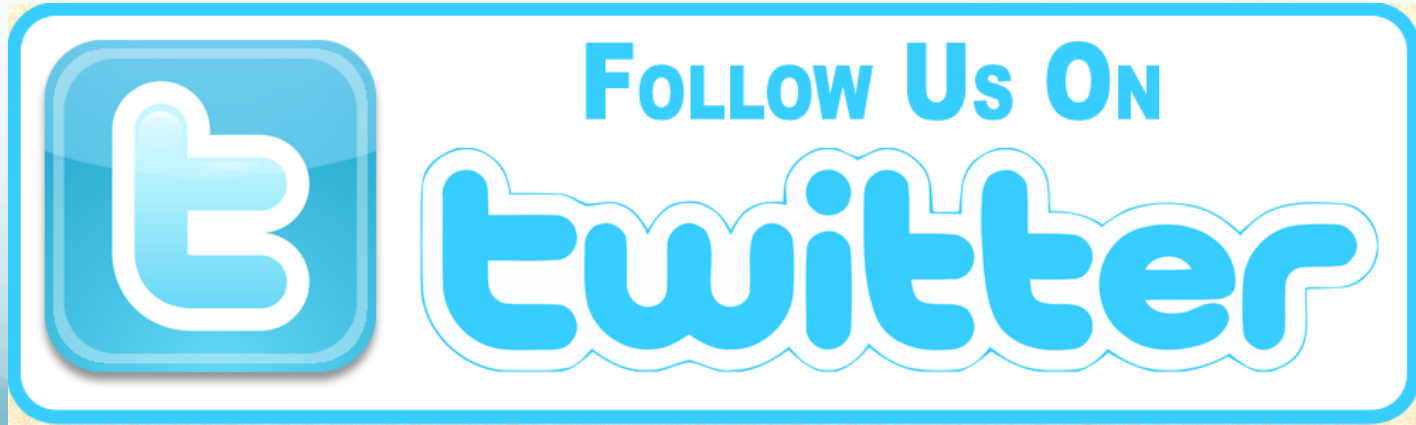
What should you avoid on Twitter?

- Play by Play tweeting
- Lower Level games
- Messages directed to an individual



Who To Follow?

- Local Media – Patch, newspaper, etc.
- MSHSL - @MSHSLjohn, @MSHSLscores
- Other Conference schools
- Other accounts within your school

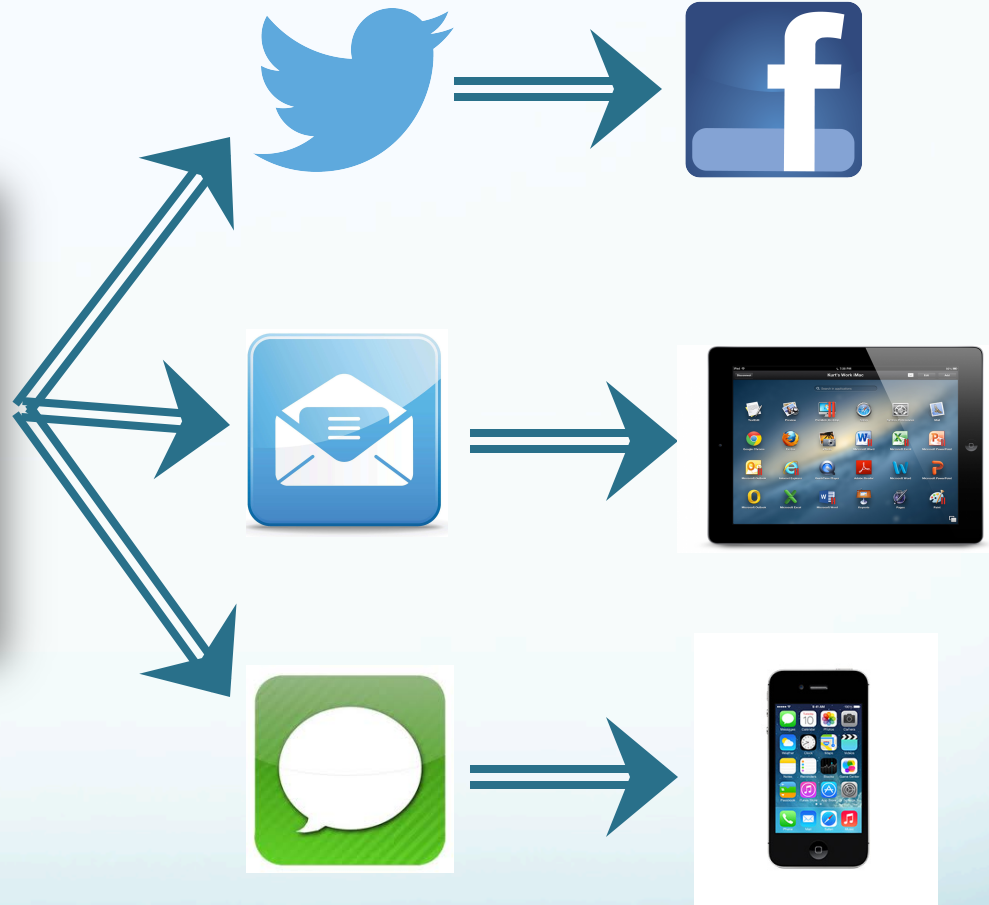


What Is Facebook?



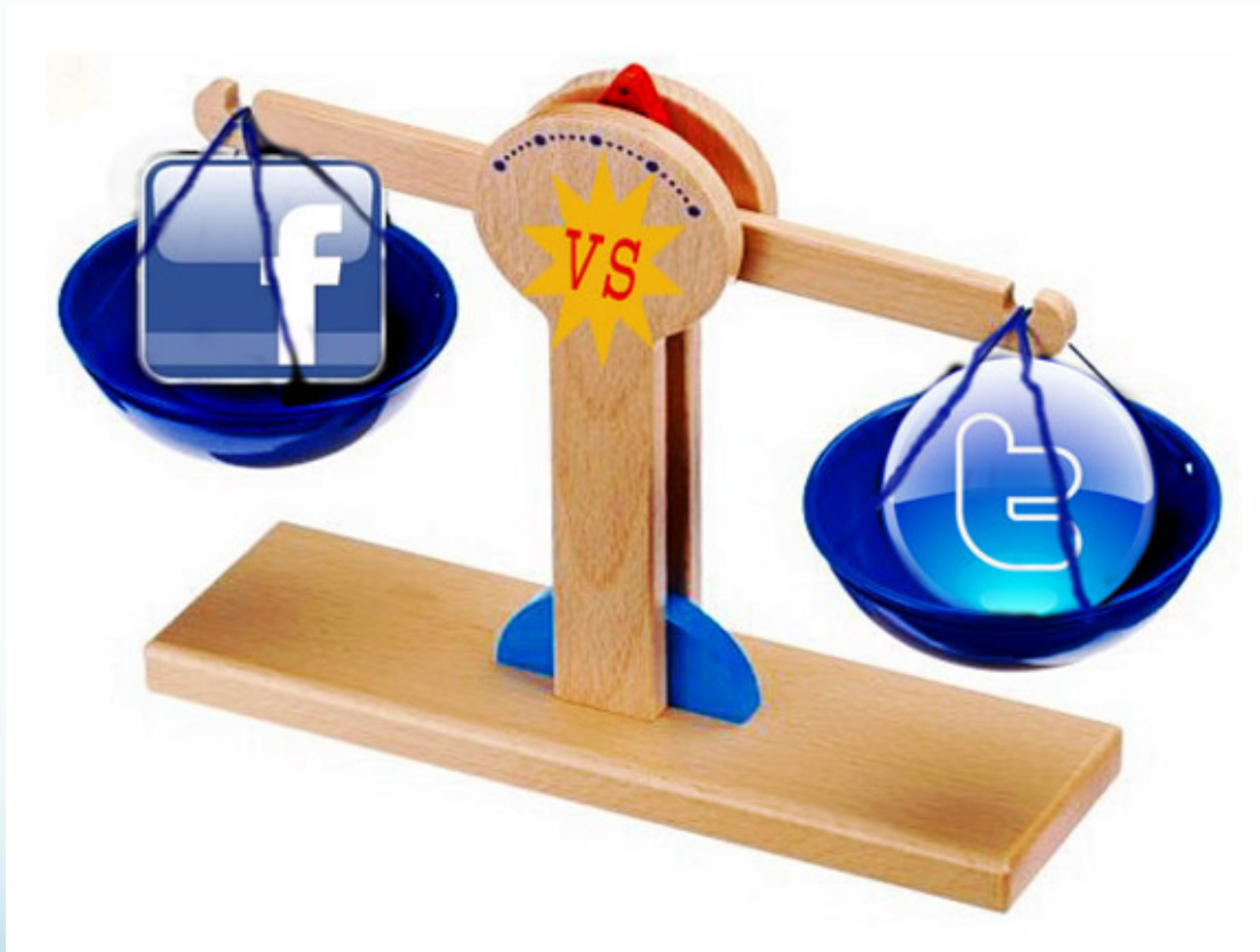
- More interactive
- Anyone has the ability to post on page
- Great for photo galleries
- More detailed information
- Conversations
- Can be linked to twitter account

Integrating Social Media



Update One Place

Questions/Comments?



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