



School Branding,
Student/Staff Recognition
and Social media
- Dale Ewart

B.A.D. MARKETING AND
PROMOTIONS IS ACTUALLY GOOD!—
UTILIZING SOCIAL MEDIA



WHAT DOES THE B.A.D. STAND FOR IN THE TITLE?

- **B.A.D. is an acronym used to describe how social media should be used by all in your program for:**
 - **Branding**
 - **Advertising**
 - **Distribution of Information**

HOW DO I USE THESE PLATFORMS FOR MY PROGRAM?

- Learn your school districts policy on social media usage and use that as the base for creating a B.A.D. system for your program.
- Talk to your student athletes to find out what platforms they are interested in using.
- Go to the various platforms to learn their capabilities.
- Use them to help create B.A.D. goals for your program.



What are some examples of a B.A.D.

goal?

● Increase the presence in the community and on the web site.

- Utilizing your social media presence to increase advertising dollars and donations to the program.
- To increase attendance at games which in turn increases revenue.
- Bring greater exposure to your program.
- Increase followers of your program.

Branding

Simplify your handles and be consistent!

Celebrate what you do well!

Use consistent tags or phrases



What is your bumper Sticker?

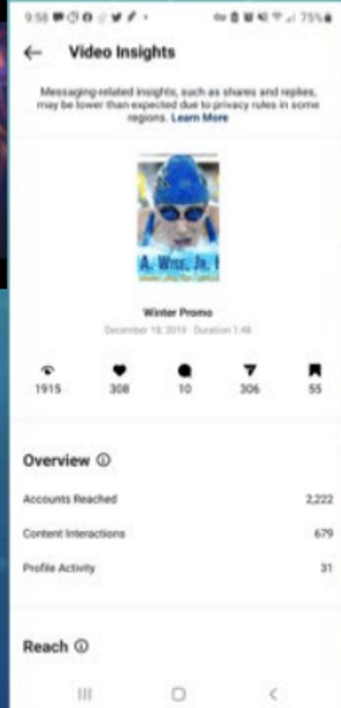
Knights lead the Way!

- *Phrase that is catchy and related to your school and Community.*
- *Consistently use it in all posts, communications, Coaches and parent meetings.*



ADVERTISING

- Once you've come up with your brand, you then should use your social media platform to advertise your program and athletes.
- Be sure to view the analytics on your post to see what types of content your followers interact with the most and post similar content.
 - This information also comes in handy when trying to raise revenue for your programs, especially when you are able to tell potential sponsors the reach of your program.



How do I create a social media presence?

There are a variety of options available to help you create content.

- Gipper
- Canva
- Boxout
- ChatGPT



<https://chatgpt.com/>





gipper

Student and Staff recognition

- *Student/Staff member of the week, month, or year.*
- *Meet the staff or Senior Bio's*
- *Senior Recognition*
- *Recognition of records broken*
- *Academic or Athletic accomplishments*



HELLO, I'M

MR. TROTTER

CTE INSTRUCTOR

TROTTER HAS BEEN TEACHING WELDING FOR OVER 20 YEARS AND HAS BEEN WORKING IN THE WELDING INDUSTRY SINCE 1999.

HE WAS BORN IN ALASKA AND ENJOYS FISHING, HUNTING, TRAPPING AND SPENDING TIME WITH HIS FAMILY.





COLONY HIGH SCHOOL LEGACY WALL

 **KNIGHTS LEGACY WALL**



Enter the Kingdom >

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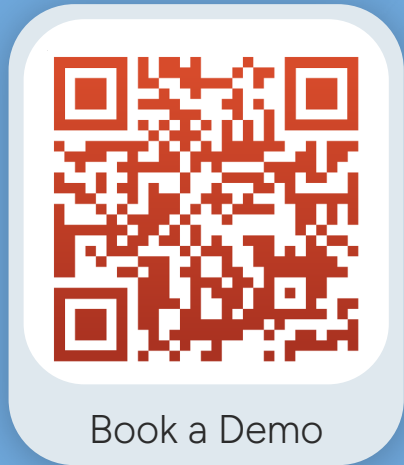
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