

CAPTURING THE SPIRIT

HIGH SCHOOL ATHLETICS AND ACTIVITIES THROUGH THE LENS OF COMMUNICATIONS PROFESSIONAL

LEVEL UP YOUR ACTIVITIES COVERAGE WITH THESE IDEAS



WEEKLY ACTIVITIES NEWSLETTER

A WEEKLY ROUNDUP HIGHLIGHTING SCORES AND ACHIEVEMENTS FROM THE LAST WEEK, STUDENT FEATURES, COACH BIOS, ETC. ALL THE CONTENT YOU USE CAN ALSO BE SOCIAL CONTENT FOR THE WEEK.



'OF THE WEEKS'

HIGHLIGHT SOME OF YOUR STAR STUDENTS NOT JUST IN SPORTS, BUT IN ALL HIGH SCHOOL ACTIVITIES WITH 'OF THE WEEK' AWARDS, SUCH AS ATHLETES OF THE WEEK AND ARTISTS OF THE WEEK



A WEBSITE DEDICATED TO HIGH SCHOOL ACTIVITIES

THERE ARE LOTS OF COMPANIES OUT THERE THAT DO THIS, AND THEY ARE DEFINITELY WORTH THE INVESTMENT. THEY IMMEDIATELY LEVEL UP YOUR COVERAGE, AND GETTING COACHES TRAINED CAN MAKE IT ALMOST SELF-SUFFICIENT

TIPS TO MINIMIZE YOUR TIME BUT MAXIMIZE OUTPUT

01 BUILD RELATIONSHIPS

GET TO KNOW YOUR COACHES, SPONSORS, AND ATHLETIC DIRECTORS. THEY LOVE CELEBRATING THEIR STUDENTS. THE LARGER THE ARMY YOU HAVE AROUND YOU, THE LESS WORK ON YOUR PLATE

03 USE WHAT YOU HAVE, CREATE SYSTEMS FOR WHAT YOU DON'T

WHETHER IT'S TWITTER, THE MSHSAA WEBSITE, OR YOUR YEARBOOK STUDENTS' PHOTOS, USE WHAT YOU ALREADY HAVE AT YOUR FINGERTIPS! LIKEWISE, GATHERING INFO FROM COACHES CAN BE CHALLENGING. THE EASIER, THE BETTER. I'VE FOUND GOOGLE FORMS AND CALENDAR TO BE THE MOST EFFECTIVE.

02 WORK AHEAD

SPEND TIME SCHEDULING CALENDAR REMINDERS FOR YOURSELF AND COACHES, CREATE TEMPLATES FOR POST-SEASON CELEBRATIONS AND 'OF THE WEEK' AWARDS. THAT WAY, WHEN THE TIME COMES, IT'LL BE SMOOTH SAILING!

04 BE INCLUSIVE

INCLUDING MORE GROUPS INCREASES THE NUMBER OF PEOPLE WHO BUY INTO WHAT YOU ARE DOING AND WANT TO BE FEATURED. EACH GROUP DESERVES TO BE CELEBRATED, AND YOU'LL OFTEN DISCOVER SOME REALLY COOL STORIES!

CHECK OUT OZARKMOTIGERS APP

FULL PRESENTATION



NEED MORE INFO? CHECK OUT THESE RESOURCES