

# Social Media Recommendations for Inter-County Players



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## Are you managing your reputation on social media?

*Aim to be positive in your posting behaviour* — Try to use social media as a force for good and share content that makes a positive contribution to people's day.

*Aim to be respectful and inclusive* — Try to avoid posting anything that can be seen as divisive, particularly posts that can be interpreted as sexist, racist or homophobic.

*Aim to be tactful* — Make managing your important relationships (team mates, sponsors, fans etc) an important consideration when you design your posts.

## Are you building a personal brand on social media?

*Start by defining your brand* — What kind of athlete are you? What aspects of your athletic story are central to your identity? What other aspects of your identity do you want to share with the world?

*Design a strategy for enacting this brand* — What posting behaviour will help you to directly and indirectly establish and communicate your brand on social media?

*Start engaging with your audience* — Get your brand out there! Post regularly and consistently, connect to master brands that are part of your story, and post with images and rich content to grab attention.

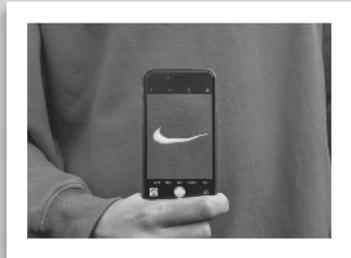


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## Are you taking care of yourself online?

*Monitor how much time you spend on social media* — Keep your social media use under control. Experts recommend 30-minutes per day as an upper-level amount.

*Resist the urge to go searching for likes* — Going to social media for reassurance and self-worth can be a largely unsatisfactory experience. Try not to get sucked in.

*Look out for signs of an unhealthy dependence on social media* — FOMO is a real psychological condition. Constantly checking social media can sap your mental energy and divert your attention from important real world tasks.

*Don't take vile abuse* — always report it. A bit of gentle ribbing from opposing fans is par for the course for professional athletes nowadays. But vile and derogatory abuse should never be tolerated.



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## Are you prepared for life in the fishbowl?

*Remain in control when in public* — Make it your mission to remain in control of yourself and your surroundings on a night out. Be alert to who you are with and if cameras are being used.

*Make those close to you aware of your responsibilities* — Most of the time it's friends, friends-of-friends, or family members posting videos of your private life that can land you in trouble. Make friends and family aware of your responsibilities to your teammates and the wider organisation.

*What would future employers think of your posting behaviour?* — Future employers are one group of people who might be particularly interested in your posting behaviour, or your presence on social media. Will what they find help or hinder your future job prospects?



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