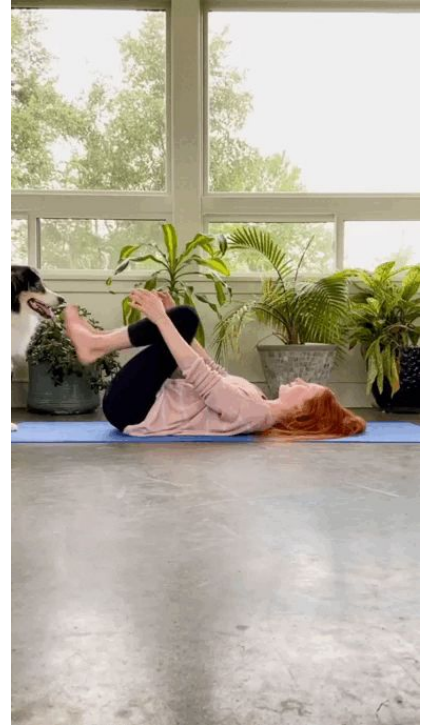


Athlete Social Media Intro

Hi, it's Anna! 🙋‍♀️

- Senior Social Media Manager
- Originally from Barcelona 🇪🇸
- I could spend the whole day watching dog tricks videos on Instagram



An average user spends 2.5 hours per day on social media= 864 hours a year= 36 days!

Gen Z can use social media for 8h per day...

And it will keep increasing.

Who is active on...?

Instagram

Tiktok

Twitter

Strava

Pinterest

Snapchat



Why Social Media is important for athletes?

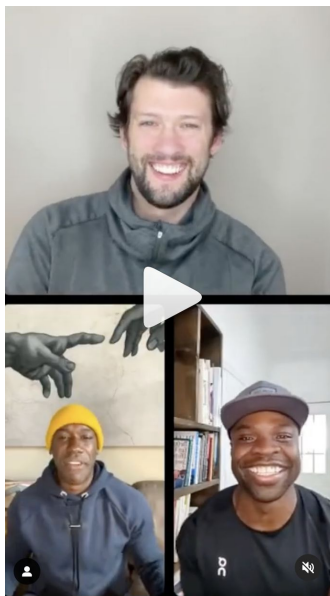
- Maximize your relevance worldwide
- Allow you to build your personal brand
- Get contacts & networking
- Help increasing income & sponsors

Got the social media scaries? We've got you.

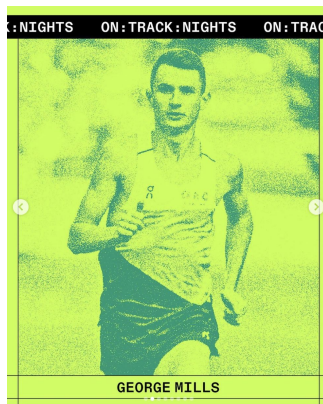
MYTHS ❌	TRUTHS ✅
The more channels the better.	Better to have less channels but update them regularly than having inactive channels.
I need to share my entire life on social media even if it makes me uncomfortable.	You don't need to share everything to be authentic. Take the time to figure out which parts of your journey you want to share and focus your content on those things.
My social media matters more than my performances on the track.	Your racing performances are always the most important thing but social media can be a cool way to show the world your personality and values outside of race results.
I need to know about photography and video editing to be "good" at social media.	In-app editing tools and helpful apps like CapCut can make it really accessible for everyone to create content.

Brands and sponsors on SM

“It takes 20 years to build a reputation and five minutes to ruin it.”



- ✓ Special seedings
- ✓ Participation in global campaigns with huge exposure (OOH, digital, PR...)
- ✓ Close work with product development and testing



- ✓ Content creator or videographer for our/their social channels
- ✓ Brand events & meet ups with fans

Bad practice: Saul Craviotto



Accepting any brand's proposal can have negative consequences to your personal brand and even harm your reputation long term - cancel culture can affect you too, so think twice.

- ✗ One shot commitment
- ✗ Unclear common values
- ✗ Salesy promotions
- ✗ Low aspirationality

Ask yourself these questions before accepting any partnerships:

- **How can this brand** help me grow?
- **Does this brand help me get resources** I don't have now? - Do they work with other athletes I want to meet, or have super big social channels, or create great content that I can be part of?
- **Is the brand open to hear what I want** to do, or they have a strict plan of how my commitment should be? If so, does their plan benefit me in any way (awareness, trips, better connections, product, etc.)?
- **What type of contract** do they offer, and is there exclusivity (so it limits my capacity to work with other brands)?

Sponsors & Legal requirements

Our legal advice when posting Ads or gifts from brands...

- **Be transparent with your fans:** advertising content should be separated from the rest of your content and clearly tagged with an “Ad”.
- You have to indicate this whenever there’s an agreement or commitment with a brand, even if you’ve been **gifted** with products or experiences.
- **Exceptions:** when the asset makes clear it’s an ad and genuine product recommendation.
- Read full info [here](#)

DO'S ✓	DON'TS ✗
<p>Specific wording should be used for social media disclosures:</p> <p>#ad #paidad #sponsored #my company</p>	<p>Without further information, the following is not considered sufficiently clear:</p> <p>#employee #Thanks #collab #sp #spon #ambassador #Thanks to XYZ #in cooperation with XYZ</p>

0. Read the brief

- The team should reach out to you with a one pager and the info.
- Always follow the embargo date.
- If you have the chance, add the link to the product on our website www.on.com

Welcome to the summit in St Moritz



As you ascend the summit in St. Moritz, step into greatness with our latest innovation.
Introducing the new Cloudeclipse – A new pair of shoes designed to match your ambition :

Cloudeclipse
“max cushion ride”



The Biggest Cloud we ever made. Made for LSD (Long Slow Distance)
Highest stack. Max cushioning. 37mm Heel stack, 31mm toe stack height
Noise Cancelling for your feet powered by double layer of CloudTec Phase

Launch Date
November 2, 2023
Positioning
Neutral / Max Cushioning
Retail Price
180 USD / 190 EURO

1. Make it yours.

You know how to speak to your audience, make sure you explain it in your own words!

With a double layer of Cloudtec Phase, the Cloudeclipse offers **On's highest stack height yet.** This **max cushioning** reduces impact on your joints and allows runners to be truly separated from the ground for your **smoothest ride yet.**

- Double layer of CloudTec® Phase
- Noise Cancelling for your feet
- Sustainability at the forefront



“It’s the most cushioned shoe I’ve ever had. It softens the landings, feels super comfy, plus it’s one of the most sustainable On shoes”.

Choose simplicity and try to use visual resources that show the benefit of the shoe but also your personality.



2. Get creative

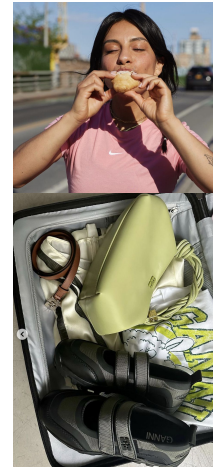
Whenever there's a brief and a big On launch moment, we'd love you to suggest and try new things, or share a bit more of your life.



Play with transitions.



Share a quick review on Stories or a Q&A with your fans.



Integrate the product in your daily stuff.



3. Involve the On team

The content on your social channels is key to ensure that our products get the credibility and high performing positioning that On needs.

Make sure to reach out to the On team in order to get a final sign off.

Instagram

Your bio is important

- Use a short description of who you are, what you do or your achievements.
- Use emojis that describe who you are or what you do 🚀 🏃
- Tag your sponsors. Remember we are now @on on Instagram!
- Add links to your projects, or other channels to keep your audience up to date. Linktree or Later.com can help having multiple links.

BETH • POTTER she/her
 WORLD CHAMPION 🏆
 Olympian
 CWG 22 🏆
 Previous 5km World Record (road)14.41
 📧 @asics
 📍 @garminuk
 Coach @runna_coach
 📍 Leeds
 🌐 linktr.ee/BethPotter91

desiree linden

[@des_linden](#)

201∞ Boston Marathon Champion. 2xUS Olympian. Coffee aficionado @coffeebyt. Whiskey connoisseur. Music junkie. Book nerd. Travel enthusiast.
 🌐 linktr.ee/des_linden

on

Following

Message

+👤

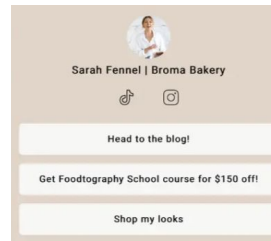
⋮

2,224 posts

1.4M followers

1,069 following

On | Swiss Performance Running Shoes & Clothing | On - www.on.com

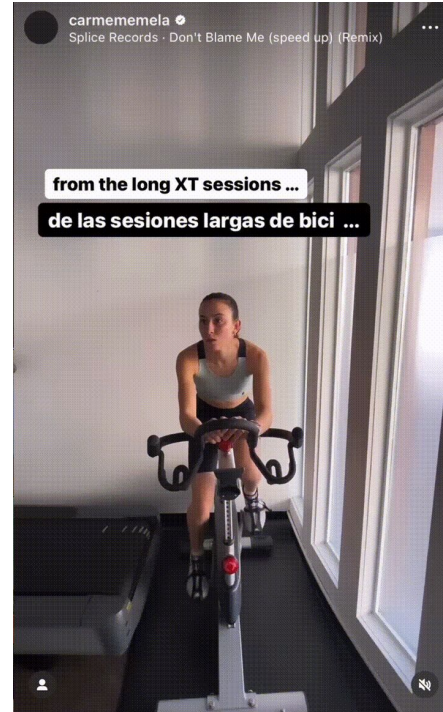


Give video a try 📺

The algorithm will always prioritize a video so use IG Reels (ideally less than 1:30')

Decide what you want to be known for 🙋

Find 2-3 topics that are interesting and important to you (recipes, training tips, mental health...)

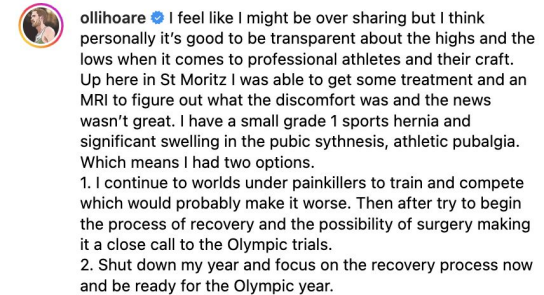
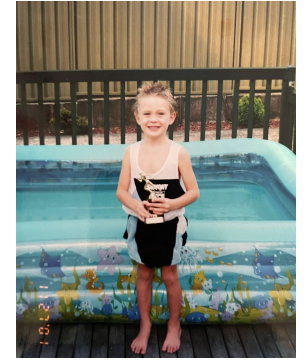
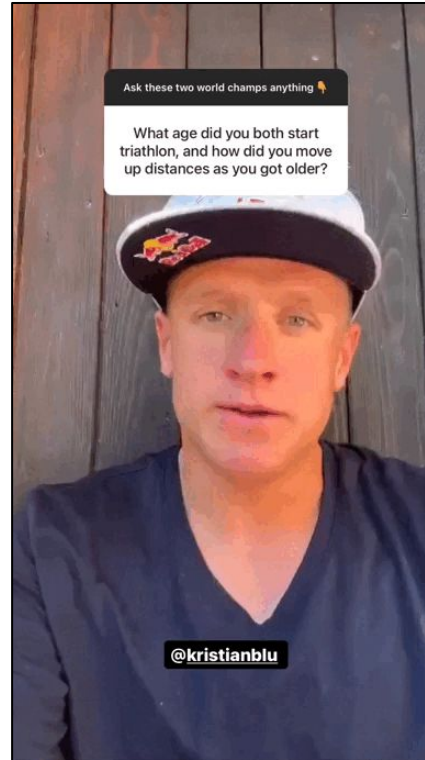


Interact with your audience

Do Q&As, reply all your DMs and comments, build a community.

Post often

Ideally, at least 3 times/week on Feed and 4 or more on Stories.

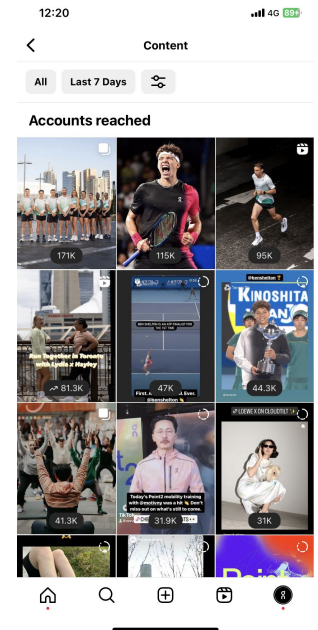
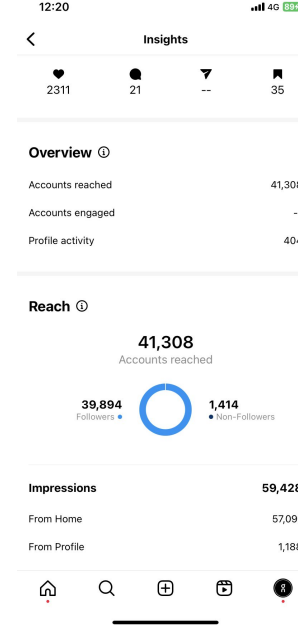
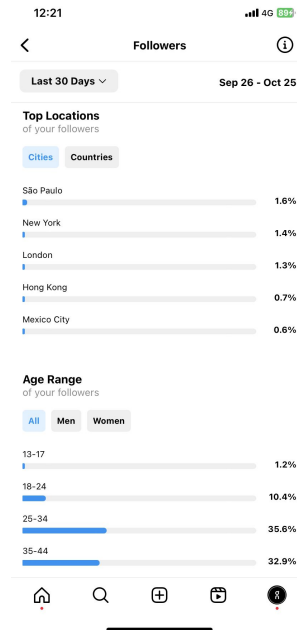


Check out your stats

This will help you to know better your fans, and to do more of what they like.

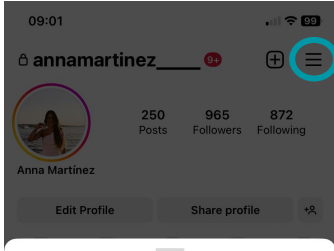
Main KPIs:

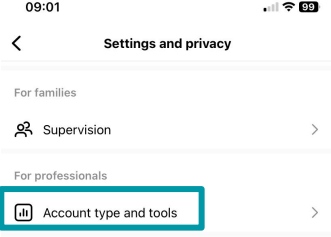
- Reach/Impressions
- Video Views (on Reels)
- Engagement (Likes, comments, saves)

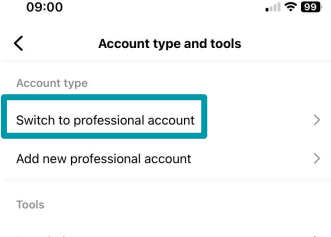


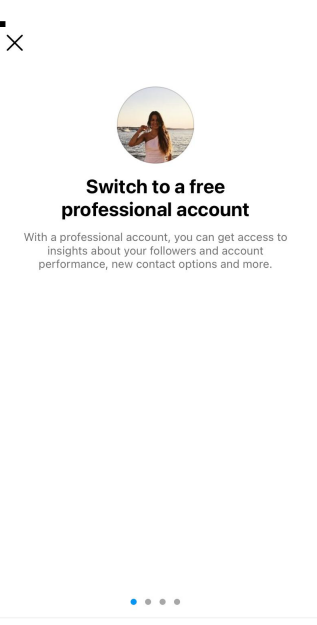
Switch to a creator account

You will see your growth insights, have access to a secondary inbox and have saved replies.

- 

1. Instagram profile page for 'annamartinez' showing 250 Posts, 965 Followers, and 872 Following. The menu icon (three horizontal lines) is circled in red.
- 

2. Instagram 'Settings and privacy' screen. The 'Account type and tools' option is highlighted in red.
- 

3. Instagram 'Account type and tools' screen. The 'Switch to professional account' option is highlighted in red.
- 

4. Instagram 'Switch to a free professional account' confirmation screen. The 'Continue' button is highlighted in red.

Switch to a free professional account

With a professional account, you can get access to insights about your followers and account performance, new contact options and more.

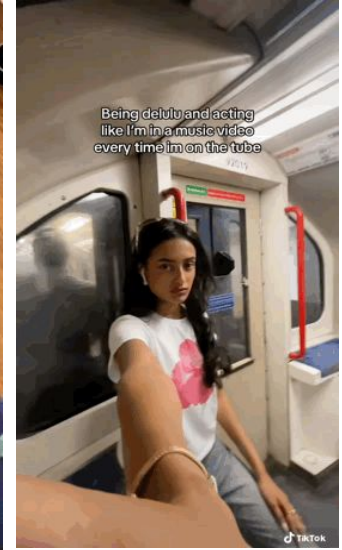
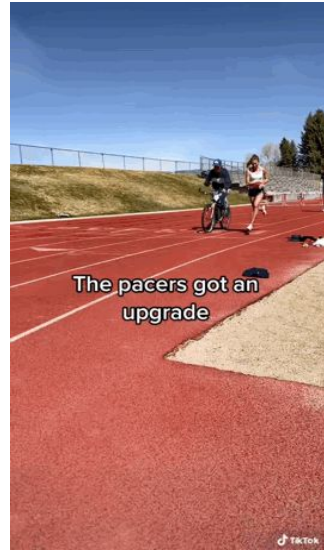
TikTok

Stay on trend

Trends are king and will help you reach new followers. You can find simple round-ups of trends on websites like [Later](#) who create a weekly trend summary.

Give CapCut a try

CapCut is a simple editing tool that makes creating TikTok videos super easy. Plus, it integrates directly with TikTok.

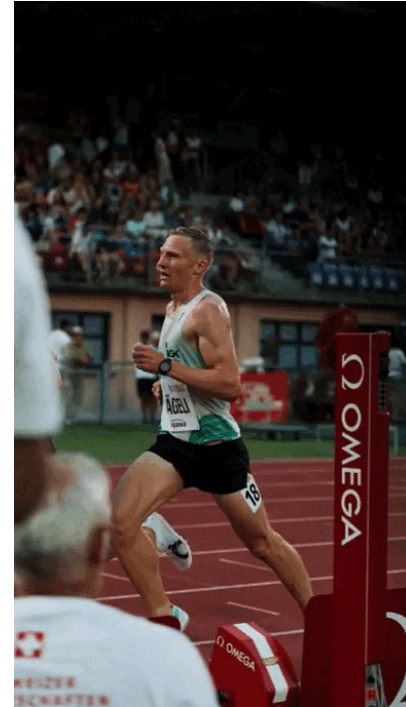


Tell a story

Structure your videos like a story with a beginning, a middle, and an ending. You want your viewers to stay with you until your video ends, so really think about innovative ways to tell your stories.

It's all about the sounds

Sound is just as important as your visuals when it comes to creating videos. You can save trending sounds and find the best time to use them



Twitter

It's easier to post 📝

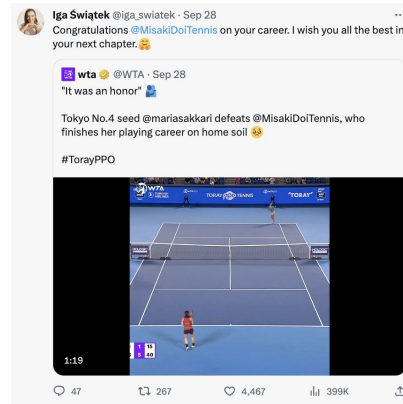
No need for a photo or video (although it can help!). If you have something you want to share, you can simply type it up and post.

Engage directly with other athletes, fans and media 🤝

While this is possible on other platforms, Twitter is all about conversation.

Reach new fans 📈

Twitter's algorithm will show your content to people who already follow similar topics. For example, if you're tweeting about the Boston Marathon, you'll reach people following that topic.



Strava

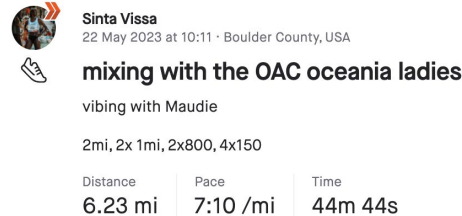
It's as simple as connecting your Garmin
Strava is as easy as social media gets – simply connect your Garmin so that your runs automatically upload and you're all set.

Don't forget to add a title, video and/or photo

Like other social media platforms, adding some context makes your content more engaging. Naming your run, adding a description and including a photo and/or video will help with fan engagement.

Apply to be a pro (if you're not already)

If you're not a pro on Strava, apply to be one. It gives you free access to their premium features and helps fans know that you're the real deal. You can apply [here](#).

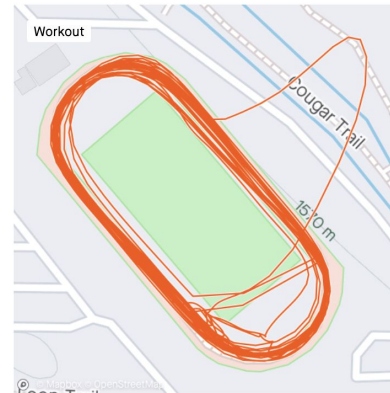


Sinta Vissa
22 May 2023 at 10:11 · Boulder County, USA

mixing with the OAC oceania ladies
vibing with Maudie

2mi, 2x 1mi, 2x800, 4x150

Distance	Pace	Time
6.23 mi	7:10 /mi	44m 44s



Pay attention to your privacy settings

It's important to be aware of your privacy when using Strava as people are able to see exactly where you're running. Consider the following:

1. Adding a **privacy zone around your house** so people can't see where you live.
2. Setting your activities to default upload to **private** so only you can see them. You can then edit them and make them viewable by your followers when you're ready.
3. **Hide any stats** from your followers that you don't want to be public like pace, heart rate and the map.
4. Making your **training log private**.

[Here's](#) a good overview of the privacy options on Strava.



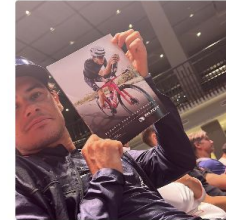
Kristian Blumenfelt

Yo yo yo power in Italy

Distance	Elev Gain	Time
29.86 mi	308 ft	1h 21m

Flamingo drive **PR** (6:42)

Dal Marino a Margine Rosso **PR** (6:19)



2,687 kudos · 4 comments



Gustav Iden

Shirtless like the tourists we are

Distance	Pace	Time
8.63 mi	7:11 /mi	1h 2m



2,427 kudos · 10 comments

Managing comments

- **Don't feel pressure to respond to every comment.**
- **Ignore trolls and argumentative comments.**
Before responding, think to yourself, "Will commenting add value and will it move the conversation forward in a positive way?"
- **Don't criticize other athletes, teams or brands in the comments section.**
The internet doesn't have a "delete" key.
- **Remain respectful, open-minded and inclusive with your language.**

Resources

[Later TikTok Trends](#)

Bi-weekly summary of the latest TikTok trends.

[TiTok creator guide](#)

TikTok's own guide for getting started with the platform

[Strava Privacy Controls](#)

Guide from Strava on how to use their privacy features

[Strava Pro](#)

Application form for becoming a pro athlete on Strava

[Instagram Guide to Reels](#)

Instagram's own hub for advice and inspiration on creating Reels.

[Setting up an Instagram creator account](#)

Instagram's step-by-step guide to switching to a creator account.

[Overview of creator accounts](#)

Detailed overview of all the features creator accounts offer and how to use them.

Questions?
Ideas?

THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU

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