

## **Social Media Policy For Carolina Elite Team Athletes**

As elite athletes representing our trampoline team, your online presence is a reflection of our team's values and reputation. This policy is designed to guide you in maintaining a high standard for your social media activities, ensuring they align with the professionalism and integrity we uphold.

### 1. Appropriate Content:

- Share positive and respectful content that reflects well on you and the team.
- Use appropriate language and steer clear of any profanity or negative commentary.
- Make humble and grateful posts; avoid micro aggressions and online debates.
- Do NOT post videos of yourself getting injured at Carolina Elite. A “funny fail” is okay to share, but serious injuries should not be posted online.
- Engage with your audience in a positive and encouraging manner.

### 2. Music Selection:

- Avoid songs with explicit lyrics or themes.
- Ensure that any music accompanying your posts is appropriate for all audiences.

### 3. Respect Privacy & SafeSport Guidelines

- Do not share private or sensitive information about yourself, teammates, or the team.
- Seek permission before posting content involving others.
- Safe Sport - Do not directly private message coaches, judges, or officials within USA Gymnastics on your page, including your own team coaches at Carolina Elite. While it is okay to tag accounts and comment on their material, all such communication should be public.

### 4. Privacy Options:

- If you prefer to post content that does not align with these guidelines, then consider setting your social media profiles to private.
- Respect that your public profiles are seen as an extension of your role as an elite athlete on our team. *“Because everyone else does” is a lame excuse. Don’t be everyone else. Be Elite.*

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## Tips for Building a Successful Social Media Following

### 1. Consistent Posting:

- Maintain a regular posting schedule to keep your audience engaged.
- Share a mix of training sessions, competition highlights, and behind-the-scenes content.
- Share a mix of posts, reels, and stories.
- Share videos of your teammates at the gym to your story often. Share videos that the gym posts to your story. Both your teammates and Carolina Elite will benefit from you sharing their content, and they will share yours as well.

### 2. Quality Over Quantity:

- Focus on sharing high-quality content that showcases your skills and personality.
- Use professional or well-edited photos and videos when possible.
- Authenticity resonates with audiences and helps build a loyal following.

### 3. Collaborate and Network:

- Engage with other athletes, influencers, and brands in your sport.
- Participate in social media challenges, collaborations, and shout-outs.
- Respond to comments and messages to build a connection with your audience.
- Show appreciation for your followers' support.

### 4. Showcase Your Journey:

- Share your training progress, achievements, and personal milestones.
- Let your followers in on your journey as an elite athlete, including the ups and downs.
- Highlight your accomplishments and the value you can bring to potential sponsors.

### 5. Use Hashtags and Tags:

- Utilize relevant hashtags to increase the visibility of your posts.
- Tag brands, sponsors, and events to attract their attention and reach a wider audience.
- #Trampoline #Tumbling #DoubleMini #Gymnastics #TrampolineGymnastics #TrampolineAndTumbling #PowerTumbling #DMT #DoubleMiniTrampoline #TeamUSA

By following these guidelines and tips, you can maintain a positive online presence that not only enhances your reputation but also opens up opportunities for sponsorship and a growing fan base. By maintaining a positive social media presence, you can influence those that follow you to chase their dreams too!