TOP 10 TIPS AND TRICKS ON MAINTAINING A POSITIVE SELF BRAND ON SOCIAL MEDIA

Throughout your time at UVA, you are building your own “personal brand”. Someone is always watching, even UVA compliance and the NCAA.

1. Don’t be fooled into believing nobody is paying attention to what you post!

2. Make an effort to post far more positive content than negative

3. What happens in the locker room stays there! Others do not need to see inside a private space.

4. Keep your Tweets and Instagram posts family friendly! Little kids look up to all student athletes!

5. Even if you’re just drinking water, avoid taking pictures and posting while holding drinks!

6. Remember nothing is ever truly private! Anyone can screen shot your posts!

7. The pictures you post on Instagram, Twitter, Facebook, Snapchat and more are visual representations of you and your life. Keep it clean!

8. Enjoying a big win? Send a shout out post to your fans thanking them for the support!

9. Keep all team and NCAA rules in mind!!

10. After composing a tweet or Facebook post, before you hit send ask yourself, “Would I be comfortable saying this in front of my parents, grandparents and coaches?”

QUOTES FROM STUDENT-ATHLETES

- “I never post pictures on Instagram that have red solo cups in them, even if its just soda” – UVA Football 2019
- “I have a lot of little kids who follow me on social media. I keep it clean so I can be a positive role model for them!” – UVA Women's Lacrosse 2018
- “If it’s something I wouldn’t want my grandma to see, I don’t post it!” – UVA Softball 2019
- “Want to know more? Talk to your sport’s media relations director”