

# TOP 10 TIPS AND TRICKS ON MAINTAINING A POSITIVE SELF BRAND ON SOCIAL MEDIA<sup>1</sup>

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!!

## 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

**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?"

Want to know more? Talk to your sport's media relations director

## Sources

1. University of Virginia Department of Athletics. (2016). *Virginia Athletics Social Media Best Practices, Rules and Guidelines*

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