

## **SOCIAL MEDIA AT THE NATIONAL COACHING CONFERENCE**

In effort to create buzz about the National Coaching Conference, the U.S. Coaching Coalition encourages you to share your excitement as a presenter on social media and promote the conference and your session(s) to your followers! Below are some sample messages, handles to tag and ideas for postings. Please note the conference hashtag is **#NatICC16**. For questions, please contact SHAPE America's Communications Manager, Sinu Patel; spatel@shapeamerica.org.

### **United States Coaching Coalition Member Handles**

Each of the Coalition members have a significant following on social media. Be sure tag us in your messages so we can help share and retweet!

#### **Twitter handles**

[@TeamUSA](#)  
[@NCAA](#)  
[@SHAPE\\_America](#)  
[@NFHS\\_Org](#)  
[@NSCA](#)

#### **Facebook pages**

[Team USA](#)  
[NCAA](#)  
[SHAPE America](#)  
[NFHS and Coaching Education](#)  
[NSCA](#)

#### **Instagram**

[Team USA](#)  
[NCAA](#)  
[NFHS](#)  
[SHAPE America](#)  
[NSCA](#)

### Conference Hashtag

We encourage you to use the hashtag when posting messages, this allows everyone to easily find and follow what's happening at the conference. **#NatICC16**

### Sample Postings/Ideas

(Leading up to the conference)

Let others know you will be presenting at the National Coaching Conference! Post about your topic/session/date/time so others at the conference can try and attend. Directly link to the final program schedule: <http://bit.ly/1UgP8Xj>

(At the conference)

Sample: Excited to be presenting on (topic)! Follow **#NatICC16** for highlights!

- Post key takeaways from your presentation/discussion. IE: best practices, new trends, thought-provoking ideas stemming from your session.
- Don't forget to capture your networking, collaborations and your overall Coaching Conference experience through photos. Be sure to tag your colleagues!
- Encourage your network to follow **#NatICC16** to for highlights.
- Share what you've learned! Tweet out quotes and/or post short video snippets from various sessions.
- Retweet, share, like, and comment on other attendees' posts to continue to spark conversations and share ideas.
- Add other hashtags when posting on Twitter where space allows (140 character limit) to reach other relevant audiences.
  - #parents
  - #coach
  - #coaching
  - #sports
  - #youthsports
  - #positivecoach
  - #physed