



High School Athlete Recruiting Game Plan

By Allen Hall Sports Media

This guide is designed to help high school athletes and their families understand how recruiting works today and how to present themselves professionally online. This is a media and visibility roadmap, not a recruiting service, and does not guarantee scholarship offers.

1. How Coaches Discover Athletes

College coaches primarily evaluate athletes through game film and social media, especially X (Twitter). Clean, organized profiles and easy access to highlights matter far more than follower count or hype.

2. Social Media Setup

X (Twitter) should be the primary recruiting platform. Profiles should clearly list name, sport, position, grad year, school, height/weight if applicable, and a highlight link. Instagram can support branding and visuals but should remain professional.

3. Must-Have Video Content

A highlight video is essential. Keep it 2–4 minutes, show best plays first, clearly identify the athlete, and avoid over-editing. Full game film should always be available upon request.

4. Short Clips

Short clips (10–20 seconds) are useful for staying visible during the season. Focus on one skill or play per clip and avoid excessive posting.

5. Photos & Branding

Professional photos help establish credibility. They are ideal for profile pictures, commitment graphics, and media-day posts.

6. Posting Strategy

Consistency matters more than volume. Post highlights weekly during the season and update media during the offseason. Avoid trash talk or gimmicks.

7. What Coaches Care About

Coaches value clean film, effort, physical tools, and coachability. Likes, followers, and flashy effects do not influence evaluations.

8. How Allen Hall Sports Media Helps

We provide professional highlight edits, game film breakdowns, media-day photos, and clean visuals designed for recruiting. We do not act as scouts, recruiters, or ranking services.

9. Final Advice

Recruiting is a process and looks different for every athlete. Professional media does not guarantee recruitment, but poor presentation can limit opportunities.

Want help executing this game plan? Allen Hall Sports Media offers professional video and photo services tailored for high school athletes.