



Arizona Legacy Volleyball Academy

Building Your Personal Brand as a Men's Volleyball Player

A Guide for Legacy Athletes on Social Media, Marketing, and NIL

Why Branding Matters at Legacy

At Arizona Legacy, we don't just develop athletes - we develop people who stand out on and off the court. Your brand is your story. It's how coaches, sponsors, and the volleyball community see you.

A strong personal brand can:

- **Increase your recruiting visibility.** College coaches follow what you post. Representing yourself well makes you a stronger candidate.
- **Create NIL opportunities.** Companies pay athletes who influence authentically, not just the ones with the most followers.
- **Build for the future.** How you present yourself today impacts your reputation long after your Legacy career.

Your brand is an extension of the Legacy standard: **discipline, leadership, and integrity.**

Step 1: Define Your Identity

At Legacy, we encourage athletes to ask:

- What makes me stand out on the court?
- What values do I live by?
- How do I want to be remembered when people say my name?

Choose 3–5 “brand words” (e.g., *disciplined, explosive, student-athlete, team-first*). These guide every post, comment, and appearance you make.

Step 2: Use Social Media the Legacy Way

Instagram

- Post highlights, training clips, and glimpses into life as a Legacy athlete.
- Keep your profile professional: headshot, graduation year, position, GPA, Legacy affiliation.



TikTok

- Share volleyball challenges, drills, and behind-the-scenes clips from tournaments or Legacy training.
- This is the fastest-growing platform for building reach.

YouTube

- Upload highlight reels (tagged with Arizona Legacy).
- Long-form content builds trust with recruiters.

Pro Tip: If you wear Legacy gear, you represent every athlete in the program. Post accordingly.

Step 3: Create Valuable Content

Legacy athletes should focus on **quality and authenticity**:

- **Game Content:** Highlights from tournaments and Power Plays.
- **Training Content:** Weight room, skills drills, Elite U sessions.
- **Academic/Character:** Posts about grades, awards, or service.
- **Lifestyle:** Family, faith, hobbies , show who you are beyond volleyball.

Consistency is key. Aim for 2–3 meaningful posts per week.

Step 4: Grow Your Audience

- Tag **@azlegacyvb** and your teammates to expand reach.
- Engage respectfully with coaches, athletes, and brands.
- Use purposeful hashtags: **#AZLegacy #MensVolleyball #CollegeRecruiting**.

Step 5: NIL and Monetization

Legacy supports NIL as an **athlete-driven opportunity**. Ways to earn:

- **Affiliate Codes:** Promote products like grips or supplements and earn commission.
- **Sponsored Posts:** Local businesses may pay for Legacy athletes to promote them.
- **Camps/Clinics:** Market lessons and clinics through your platform.
- **Merchandise:** Simple apparel with your Legacy story tied in.

Legacy will never take a cut from NIL deals. All earnings belong to the athlete.



Step 6: Recruitability

Every Legacy athlete is a walking resume. Coaches check social media before offering. What they see should reflect:

- **Character** (maturity, positivity, leadership).
- **Consistency** (academics, athletics, community).
- **Professionalism** (no red flags).

Step 7: Pitfalls to Avoid

- **Negative posts** about teammates, coaches, or opponents.
- **Party content** (alcohol, drugs, reckless behavior).
- **Buying fake followers.** Coaches see through this.
- **Over-commercialization.** Remember: you're an athlete first.

Step 8: Legacy Standards for Online Conduct

- Always disclose sponsored posts with “#ad” or “#sponsored.”
- Represent the Legacy brand with respect , gear is a privilege, not a prop.
- Use Legacy marks only with approval (we protect our brand the same way schools protect theirs).

Quick Legacy Checklist Before Posting

- Does this reflect **who I am as a Legacy athlete**?
- Would Coach or a college recruiter be proud to see this?
- Am I adding value , highlighting my journey, my effort, or my growth?

Final Word from Legacy

Building your brand is part of building your Legacy. College coaches recruit athletes they can trust. Brands invest in athletes who are authentic. By owning your story online, you not only open doors for NIL income but also elevate your visibility for recruiting and prepare yourself for life after volleyball.

At Arizona Legacy Volleyball Academy, we expect our athletes to stand out on the court and online , responsibly, consistently, and with pride.