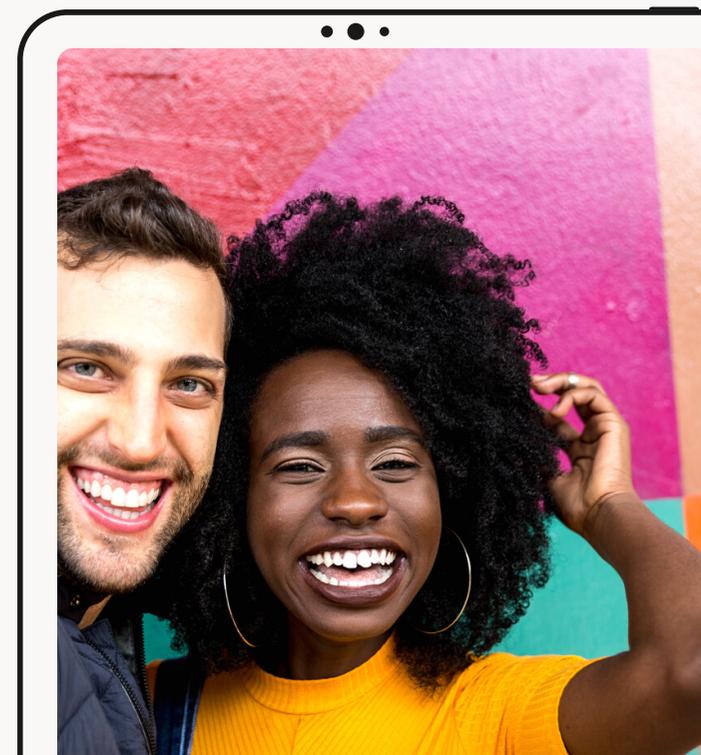
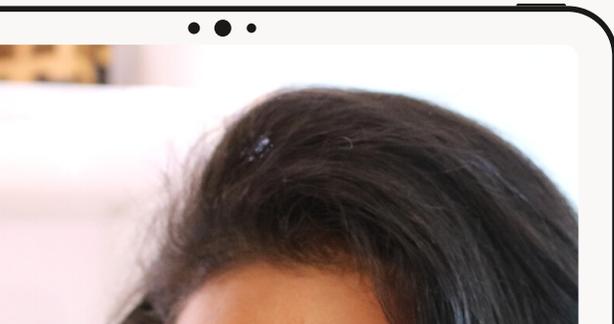


# NIL STEPS TO CREATE A SOCIAL MEDIA BRAND



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# SETUP & TOOLS



In this new NIL era, college athletes have the opportunity to become their own brand and reap the benefits from it. Athletes now are influencers and creators. The new NIL opportunity has given college athletes a chance to earn money not only thru their playing career but long after. You don't have to be a star athlete either, you just have to be very creative on social media.

Mr. Deestroying himself (De La Haye) was a field kicker (YES, a kicker) at UCF until 2017 when the school made him choose between the small amount of money he made on social media and his scholarship. He chose to be a creator, now he has amassed between 3-4 million followers and a net worth about the same.

This eGuide is designed to help you start the possibilities to unlock the opportunity on Facebook & Instagram. The opportunity has come and athletes have the ability to cash in and seal a deal with NIL.

# ACCOUNT SETUP

Let's time to find what setup and tools you need to become a creator. Let's start

1. Set up a Creator account – help you engage with your fanbase
2. Link your IG page to your Facebook page for Crossposting.-  
Crossposting allows you to post directly to Facebook
3. Start engaging with your fanbase
4. Use insights to track your engagement and the results of your brand.



# CONTENT STRATEGY

Here are steps to get you started to enhance your content strategy

1. There's no perfect model. Use video, live, and stories to mix it up and attract engagement'

2. Be a storyteller. A college athlete has an interesting life, your fanbase wants to see a day in their life. Show your personality

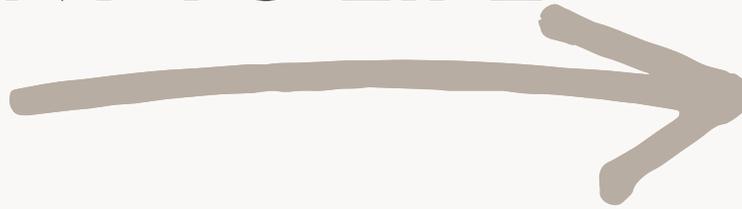
3. Be consistent. Try to post weekly if not daily. Keep them engaged by keeping it simple!

- post workouts
- post hanging with friends
- post homelife



# BRING CONTENT TO LIFE

CHECK  
THEM OUT!



Feed – use your feed to post highlight pics (gameday photos)

Stories- A quick and easy way to connect with fans – stays at the top of your feed for 24 hours (use question stickers, polls, countdown, or music function.

Reels – allows you to take engagement further. It also allows you to reach new audiences. You can do challenges and be part of the new trend using a popular trending song It is vital to tell your story. Showcase your life through the season. Creating reels that tell your story and any athlete can do it. It definitely grows your engagement.

Live video – captures the moments and creates fandom. It gives you a chance to be authentic and raw on Facebook or Instagram. It gives fans a chance to connect and join the conversation.

Going live- After a big win, in the locker room, on the bus

Gaming – a new strategy to stream your game

IGTV – is another way to promote a video over 1 min long

Facebook Watch – is another avenue for longer video

# BEST VIDEO PRACTICES



The most important lesson on any video-sharing platform is to be true to oneself. It's nice to have an audience, but they should follow you because they enjoy what they share. Here are a few tips:

- For videos try to capture attention for the first 5 secs.
- Create original and unique content by you not repurposed
- Make the content relevant with clear titles and tags
- Consistently publishing on a regular schedule to keep people coming
- Back
- Maintain your audience – keep them watching the entire video if
- Possible, with great content



# DEVELOP CONSISTENT CONTENT



Again it starts with great content, effective brands are the most important storytellers. To build it starts with content: the game, your life, and the culture of the athlete.

Examples: Morning routines, workout schedule, gaming, and family & friends.

Questions you need to ask yourself as you develop your repeated content

Always find ways to extend the life of your content by repurposing it across multiple different platforms.

1. Make a 3 – 5 mins video post it.
2. Cut the best highlights down to 60 secs clips.
3. Create stories and reels with those clips.

# BRAND YOU

Now that you have identified your content and strategy, it's time to engage with brand content tagging. It's all about the partnership tag and post now. Doing this helps you reach new audiences, increase your distributions and provide an opportunity for your brands.

Finally, student-athletes have the chance to monetize their identity and talents, social media is the perfect place for them to do it. It is the college athletes that brands rely on to organically communicate their messaging with core audiences online, and athletes are ready to be recognized for their talents.

Deals are now opening up to college athletes, it's likely they will soon be able to stock their cupboards with something other than chips and snacks. It has been long overdue for college athletes to get paid for their skills.



# THOUGHTS

Building a brand is being in business. A brand is a business. You have to treat your branding efforts as though you are in business, and in fact, you should create a business structure to support the business.

Setting this up from the beginning will save you long term headache. Setting this up is just the beginning. As you will need a great support system to help you through this new ground.

Have the right team behind you to properly execute. They will be your greatest blessing or worst nightmare.

Happy Building.

Danita Harris, CAP  
CEO GUICE Wealth Management <sup>®</sup>

