

VISIBILITY STARTER KIT

FOR

STUDENT-ATHLETES &
ACADEMIC ACHIEVERS

Helping young athletes get
SEEN and stay ready for every
opportunity



Welcome

At TD Sports Media, we're here to guide student-athletes and academic achievers toward the recognition and opportunities they deserve.

We believe that visibility is more than just a spotlight — it's a powerful tool that opens doors to opportunity.

THE ATHLETE VISIBILITY CHECKLIST

- Clear, high-resolution headshot
- Action photos (at least 3-5 from recent games/meets)
- Highlight reel (if applicable)
- Academic stats (GPA, honors, awards)
- Athletic stats (times, scores, rankings, etc.)
- Personal statement or short bio
- Social media audit (clean + consistent)
- Supportive parent or coach contact info
- **Bonus tip:** Keep everything in a shared folder or Google Drive to easily update when opportunities arise



That's why we help young people with being seen for who they are, what they've accomplished, and the incredible potential they carry into their next chapter.



5 Must-Have Photos Every Athlete Needs

1. The Confident Headshot: A true portrait that shows personality and focus.

2. The Action Shot: Mid-game, in motion, showing skill and intensity.

3. The Victory Pose: Hands up, fist pump, or that proud post-win energy.

4. The Grit Moment: Candid, sweaty, serious the real work behind the wins.

5. The Team Shot: Not just posed, but full of pride and camaraderie.



SOCIAL MEDIA DO'S & DONT'S FOR YOUNG ATHLETES

Do



Showcase your educational and athletic achievements



Think before posting: Is this helpful? Appropriate? Positive?



Engage with your community and share your journey

Don't



Post profanity, complaints, or drama



Trash talk opponents



Forget that coaches and recruiters are watching

What Makes Me Stand Out

My top strengths are _____

Skills that set me apart include _____

Goals I have for myself are _____

Athletes I look up to include _____

TD Sports Media offers professional athlete photography and visibility packages that help young stars shine — online and off. Whether you're updating your recruitment materials, building a brand, or just want to capture this amazing season, we're here to help.

Visit www.TDSportsMedia.com to book a session or get in touch.

**READY TO TAKE
THE NEXT STEP?**

ARE YOU READY TO
HELP YOUR STUDENT
STAND OUT?

Take our readiness
assessment today!

TAKE ASSESSMENT

