



A2 ACHIEVE SOCIAL MEDIA VISIBILITY & COLLEGE RECRUITING STRATEGY

Madeleine Wharton | Class of 2027

Madeleine, you have something that most students trying to build a college-focused social media presence do not have: **real things worth showing**. You are not trying to manufacture a personal brand. You already have one.

You are a two-time state champion pole vaulter, a 4.0 student ranked #7 in your class, a student-government leader, a varsity cheer captain, an award-winning artist, an entrepreneur, and a high-school student already working in a dermatology practice.

Your social media should make it easy for someone who lands on your page to discover all of that without your account ever feeling like a resume. That is the goal.

I want a college coach, admissions person, scholarship committee member, local reporter, community leader or future mentor to look at your social media and think:

She is talented. She works hard. She has a life outside of school. She has personality. She seems like the kind of student I would want in our community.

And I want your friends to still think: **Yep. That's Madeleine.**

FIRST: WHAT WE ARE ACTUALLY TRYING TO ACCOMPLISH

Social media is **not** going to replace emailing coaches, completing recruiting questionnaires or submitting strong applications. Think of it as supporting evidence.

A coach gets your recruiting email and looks you up.

A scholarship committee Googles your name.

Someone sees a pole-vault video and shares it.

A college account gets tagged in an appropriate post.

A local sports account posts your result and people click over to your page.

I want whatever they find to reinforce the same Madeleine we are presenting in your applications. Your social media should communicate five things:

ATHLETE. SCHOLAR. LEADER. FUTURE PHYSICIAN. CREATIVE PERSON.

You do not have to say those five words in every post. We are going to let people discover them.

YOUR FIVE CONTENT PILLARS

1. POLE VAULT

This should be the strongest recurring theme because it is your biggest externally recognizable achievement. Pole vault is also incredibly visual, which makes it perfect for Instagram and TikTok. But I do **not** want every post to be: "Here is another video of me vaulting." We want people to understand the story behind the height.

Post ideas

PR Progression

Create a short video showing your progression through high school.

Freshman → Sophomore → Junior → Current

End with:

11'0" PR. Senior season next.

This gives a coach something much more interesting than one isolated jump.

What 11 Feet Actually Looks Like

Stand beside something approximately 11 feet tall or create a visual showing the height.

Caption:

"Sometimes I forget how weird my sport actually is."

Then show the vault.

Fun. Shareable. Still athletic.

POV: You Picked a Sport Where Failure Is Literally Built In

Show:

miss

miss

miss

adjustment

miss

make

That tells people more about you than a perfect highlight reel.

You have already told me that pole vault has taught you to keep working even when months go by without a PR.

That philosophy should show up naturally in your content.

State Championship Throwback

Use footage/photos from each state championship.

Something as simple as:

"Little me would absolutely lose her mind."

Or:

"Still not over this one."

Or:

"Turns out all those terrible practices were worth something."

You do not have to make every accomplishment sound profound.

Sometimes being excited is enough.

Meet-Day Mini Vlog

"Come with me to a pole-vault meet."

Morning.

Food.

Drive.

Pole bag.

Warmups.

Vault.

Result.

Friends/team afterwards.

These are GREAT TikTok/Reel posts because they let coaches see the person in addition to the performance.

What's In My Pole Vault Bag?

Fun and easy.

Explain the random things pole vaulters carry.

The stranger the better.

Things Normal People Don't Understand About Pole Vault

Examples:

Why you intentionally run toward a giant metal box carrying a fiberglass pole.

Why two inches matter.

Why poles have different flex ratings.

Why changing grip height matters.

Why you can have a great meet without getting a PR.

This is especially good because you said you could talk about pole vault for an hour without preparation.

Use that.

Vault Breakdown

Occasionally post a jump in slow motion and explain:

"My coach and I are working on _____ here."

That communicates coachability.

2. THE STUDENT BEHIND THE ATHLETE

Your academics should appear on social media. But please do **not** turn your Instagram into LinkedIn for teenagers.

I don't need: "Honored and humbled to announce that I earned an A on my calculus test." No.

Instead, let people see the reality of being a student-athlete. You have described how much planning goes into balancing academics, clubs and extracurriculars. That is great content.

Post ideas

A Day in My Life

6:30 — school
school
club meeting
dermatology work
practice
homework
bed

Caption:

"Everyone asks how I do everything. Answer: paper planner and mild panic."
That sounds human.

Sunday Reset

You love a paper planner.

Show yourself:

planning assignments
writing practice schedule
checking meets
organizing work
planning SGA responsibilities

This reinforces organization without having to tell anyone, "I'm organized."

32 ACT Reaction / Testing Post

If your ACT increases:

Keep this LOW-KEY and celebratory.

"Apparently all those Saturday mornings finally paid off."

Then maybe show the score.

Do not make standardized testing your personality.

Senior-Year Course Reality

TikTok idea:

"Me when I could have gone home early senior year but instead decided I apparently enjoy suffering."

Then show the advanced/dual-enrollment schedule.

There is a real story behind this: you deliberately chose additional rigorous courses instead of taking the minimum and leaving school early.

That is exactly the kind of academic character we want people to see.

3. MEDICINE / DERMATOLOGY

This could become one of your most distinctive content areas. A lot of high-school students say: "I want to be a doctor." Very few are already working in a dermatology office doing meaningful clinical support work.

You report experience with patient histories, clinical documentation, surgical tray preparation, sterilization, wound care, assisting procedures, specimen handling, patient education and follow-up communication. We can show the **interest** without posting anything confidential.

VERY IMPORTANT

Absolutely NO: patient photos, patient names, charts, medical records, computer screens with patient information, conversations about identifiable patients, procedure footage unless the practice specifically authorizes it, or anything filmed in restricted areas without permission. ***When in doubt, don't film it.***

Safe post ideas

GRWM for My Job at a Dermatology Office

Show yourself getting ready.

Scrubs.

Shoes.

Hair.

Coffee.

Then stop filming before anything involving patients.

Things I've Learned Working in Dermatology at 17

Not medical advice.

Things like:

- how important communication is
- how much happens behind the scenes
- how precise healthcare is
- how differently people respond when they're nervous
- how much teamwork goes into a medical office

That is fascinating application content too.

Why Dermatology Interests Me

Talk casually about why you find the field interesting.

Not:

"Ever since I was five years old, it has been my lifelong dream..."

Please don't.

More Madeleine:

"I started working in dermatology thinking I wanted to go into medicine. Working there made me realize how much I actually like..."

That is believable.

Future Me

Trend-style TikTok:

Current Madeleine in scrubs.

Text:

"POV: You're 17 working in a dermatology office hoping this is you one day."

Then something like:

Dermatologist Madeleine loading...

Fun.

4. ART + DESIGN

Do not hide this because it isn't directly connected to medicine. I actually think it makes you more interesting. You have your own commissioned-art business and have placed in recognized art competitions. You also told me that you lose track of time making art and would happily make art/design homes even if no one paid you. THAT deserves a place online.

Post ideas

Art From Age ____ to Now

Show progression.

People love seeing skill develop.

Paint With Me

Time-lapse.

Very little talking required.

Commission Start to Finish

Blank canvas → sketch → work → finished piece.

Caption:

"One of my favorite commissions lately."

Things I Would Put in My Dream House

This is perfect because of your interior-design interest.

Create mood boards.

Rooms.

Paint colors.

Furniture.

Lake-house ideas.

You literally described your dream future as living in a home that you and your husband designed, preferably near the lake in your hometown.

There is a whole creative series hiding inside that answer.

Pole Vault Meets Art

Now this is interesting.

Paint a pole vaulter.

Design a track poster.

Create a graphic showing your championship history.

Paint the state-meet venue.

Combine two parts of your life that people don't normally expect together.

5. MADELEINE THE PERSON

We cannot optimize you so much that you disappear. Keep posting:, friends, family, lake, shopping, school events, cheer, funny videos, trends, sorority curiosity, and things you actually like. Your questionnaire already shows that you enjoy pole vault, art, family, lake life, shopping and interior design. Those things make the account feel real.

And you told me you want college to include meaningful relationships with people who are driven and have goals. Social media can actually help you start finding that community.

THE SOCIAL MEDIA SCHEDULE I WANT YOU TO USE

I do **not** want you posting seven days a week. You are applying to college, competing, working and taking difficult classes. Social media should help you, not become another job.

INSTAGRAM

3 feed posts/Reels per week maximum

Monday or Tuesday: Athletics / training

Thursday: School, medicine, leadership or art

Saturday/Sunday: Personality, competition, friends, recap or fun content

Stories: casually throughout the week

Stories are where you can be less polished.

Practice clips.

"Good vault / bad vault."

SGA stuff.

Cheer.

Study night.

Art.

Coffee.

Lake.

Campus visits.

College mail.

Meet travel.

Do not overthink Stories.

TIKTOK

2–4 posts per week

Your TikTok can be less polished than Instagram.

I want:

trends

humor

pole-vault education

meet vlogs

day-in-the-life content

art timelapses

student-athlete chaos

college-search content

The most successful post may have absolutely nothing to do with the post we expect to perform.

Experiment.

A SAMPLE FOUR-WEEK CONTENT CALENDAR

WEEK ONE

Monday — Instagram Reel

"POV: your sport is running full speed toward a box with a giant stick."
Use a strong vault clip.

Wednesday — TikTok

"Things people always ask me when they find out I pole vault."
Answer three questions.

Friday — Instagram

Photo carousel:

school
practice
scrubs
art

friends

Caption:

"Life lately."

That's it.

Sunday — TikTok

Sunday planner/reset.

WEEK TWO

Tuesday — Instagram Reel

State Championship throwback.

Text:

"Still can't believe I get to say two-time state champion."

Thursday — TikTok

GRWM for work at the dermatology office.

Saturday — Instagram Stories

Meet/training clips.

Poll:

"Guess today's best clearance."

Sunday — TikTok

Art time lapse.

WEEK THREE

Monday — Instagram

Pole-vault progression carousel.

Freshman → Sophomore → Junior → Now.

Wednesday — TikTok

"A day in the life of a student who decided sports + AP classes + student government + a job sounded like a good idea."

Friday — Instagram Reel

Cheer / school-spirit content.

Sunday — TikTok

"Things I would put in my dream lake house."

Interior-design mood board.

WEEK FOUR

Tuesday — Instagram Reel

Slow-motion vault.

Text:

"Working on ____."

Thursday — TikTok

"What working in dermatology has taught me about becoming a doctor."

Saturday — Instagram

Friends/family/lake/fun.

No resume content.

You are allowed to simply have a life.

Sunday — TikTok

Monthly recap:

Pole vault.

School.

Work.

Art.

Friends.

DURING TRACK SEASON, CHANGE THE FORMULA

During competition season, pole vault gets more space.

Meet Week

2–3 days before

Short practice clip.

"Meet week."

Tag your team.

Meet day

Stories throughout the day **without posting your precise location or travel plans before you're safely at an event/public venue.**

Warmup.

Teammates.

Pole bag.

Results.

Within 24 Hours

If you PR:

POST IT.

This is one time I do not want you sitting on content because you're trying to make the perfect Reel.

Something simple:

11'6". New PR. We're moving.

Or:

12 FEET!!!!

Whatever the number becomes.

Then:

Tag your high-school track account if appropriate.

Tag the meet account if appropriate.

Tag your club.

Tag your coach if the coach uses social media professionally.

Use the event name.

Use #polevault.

Use #trackandfield.

Use #ClassOf2027 periodically.

YOUR PINNED INSTAGRAM POSTS

I want the top of your Instagram to immediately tell people who you are.

Pin three posts.

PIN #1 — ATHLETE

Your best pole-vault video.

Caption should include:

Madeleine Wharton | 2027 | Guntersville HS, AL

Pole Vault | PR: 11'0"

2x AHSAA 5A State Champion

4.0 UW | #7 | 32 ACT Superscore

Update the PR every time it changes.

PIN #2 — WHO I AM

A fun carousel:

pole vault

friends

scrubs

art

cheer

family/lake

Caption:

"Hi, I'm Madeleine."

Then a short description.

This is where someone gets the whole picture.

PIN #3 — BEST ATHLETIC RESULT OR RECRUITING VIDEO

This becomes your easy coach-reference post.

Keep it current.

YOUR INSTAGRAM BIO

I would make the bio something like:

Madeleine Wharton | 2027

2x AL 5A Pole Vault State Champ

PV: 11'0" | 4.0 UW | ACT 32 SS

Guntersville HS | Biology/Pre-Med

Then use one link that can eventually lead to:

recruiting resume

vault videos

verified results

email/contact information

Do **not** put your personal phone number in a public Instagram bio.

WHAT I WANT YOU TO DO WHEN YOU VISIT A COLLEGE

College visits are content opportunities. Not because we're trying to manipulate admissions. Because you're genuinely exploring where you might spend four years.

Post things like:

"Checking out Auburn today 🤩"

"Okay Samford...I get it now."

"Trying to picture myself here."

Take: campus photos of track facility, biology/science building, student center

football stadium, pretty campus spots, coffee shop, anything YOU actually notice

If you meet with a coach and the coach is comfortable with a photo, that is useful.

But never post private recruiting conversations.

HOW TO GET COACHES TO ACTUALLY NOTICE YOU

This is important: **Do not sit around hoping an algorithm puts you on a coach's For You Page.**
We will use social media *after* direct contact.

The strategy is:

1. **Email coach.**
2. **Complete recruiting questionnaire.**
3. **Include your social/recruiting profile.**
4. **Coach clicks.**
5. **Coach immediately sees legitimate athletic content and who you are.**

That is much more reliable than:

Post video → pray Alabama track somehow sees it.

COACH-FRIENDLY POSTS

Whenever you have something genuinely recruitable, make the information easy to find.

For example:

NEW PR — 11'6"

Madeleine Wharton

Class of 2027

Guntersville HS — Alabama

Pole Vault

11'6"

4.0 UW GPA

32 ACT Superscore

Then the video.

You don't need the academic information on every post.

But every major PR is a recruiting update.

TAGGING COLLEGES AND COACHES

Be thoughtful.

I do **not** want:

@AuburnTrack

@AlabamaTrack

@GeorgiaTrack

@HarvardTrack

@YaleTrack

@PrincetonTrack

all tagged on the exact same random practice video.

That reads like spam.

Instead: If you've already communicated with a coach and they have encouraged updates, send the result directly.

Tag your:
team
club
meet
athletic association
appropriate sports accounts

Let recruiting communication stay more personal.

USE YOUR STATE CHAMPIONSHIP STATUS

You are allowed to own what you've accomplished. Your questionnaire originally listed the pole-vault championship as one of the things you're most proud of, and you described how hard you worked preparing for the state meet. Do not shrink that because you're afraid of sounding braggy.

There is a difference between:

I'm better than everybody.

and

I worked incredibly hard for this and I'm proud of it.

Post the medal.
Post the podium.
Post the video.
Post the throwback.
Celebrate yourself.

USE LOCAL MEDIA TOO

This is a separate piece of the strategy. When you: win an important meet, break a school record, set a major PR, sign/commit, earn a major scholarship, receive major academic recognition, we should think beyond your own social account.

Your athletic accomplishments may be appropriate for: local newspaper sports coverage, local television sports coverage, Guntersville athletics accounts, school district social media, city/community pages, track-and-field accounts, Alabama high-school sports pages.

The best visibility often happens when **other credible accounts talk about you**, not when you talk about yourself.

YOUR "ROAD TO 12" SERIES

I REALLY like this for you. If your coach is comfortable with it, I would create:

ROAD TO 12'

Not because we're promising you'll hit 12 feet.

It's simply the goal.

Episode 1: Where I am now.

Episode 2: What I'm working on.

Episode 3: Bad practice.
Episode 4: Tiny technical win.
Episode 5: Meet day.
Episode 6: New PR.
Episode 7: State preparation.

This gives people a reason to follow the journey rather than only seeing the outcome. And if you eventually clear 12'? You already have the entire story documented. That could be a fantastic recruiting and personal piece.

ANOTHER SERIES: "NOT JUST A POLE VAULTER"

This would show the other pieces of your life.

Not Just a Pole Vaulter: Medical Assistant

Not Just a Pole Vaulter: Artist

Not Just a Pole Vaulter: SGA President

Not Just a Pole Vaulter: Cheer Captain

Not Just a Pole Vaulter: AP Student

Not braggy. Interesting. And it communicates exactly what makes your profile compelling.

FUN POSTS THAT HAVE NOTHING TO DO WITH RECRUITING

Please make these too.

"Rating every energy drink I've tried."
"Things in my school bag that make no sense."
"Pole vaulter starter pack."
"Things my non-track friends think pole vault is."
"Moments before disaster."
"Rating my worst vaults."
"Which college campus has the best aesthetic?"
"Designing my dream dorm room."
"Making a college dorm mood board."
"What I'd wear for sorority recruitment if..."
"Senior-year outfits."
"Lake day."
"Cheer game-day GRWM."
"Paint with me."
"Things I bought that I absolutely did not need."
You are a teenager.
Your account should still look like one.

WHAT NOT TO POST

This isn't about making you fake. It is about understanding that public social media has an audience bigger than your friends.

Do not post:

- Drugs
- Underage drinking
- Reckless driving
- Racial/sexual/homophobic slurs
- Cruel jokes about another person
- Bullying
- Teacher rants
- Coach rants
- Teammate drama
- Screenshots of private conversations
- Complaints about recruiting
- "This school sucks" comments
- Anything you would panic about if a coach screenshot it

Also avoid public posts announcing that your entire family is out of town or showing your precise live location unnecessarily. You don't need to become boring. Use judgment.

CLEAN UP YOUR OLD ACCOUNTS

Before coach outreach ramps up, search your own:

- Full name
- Instagram username
- TikTok username

Then scroll your old content. You do not need to delete every goofy middle-school picture. In fact, please don't make your account sterile. We are looking for anything that could genuinely cause a problem, not normal teenage silliness.

COMMENTS MATTER TOO

People forget this. What you write under someone else's post is public too.

So are:

- Likes
- Comments
- Reposts
- TikTok stitches
- Public arguments

Again, I'm not asking you to become a robot. Just remember that your digital footprint is bigger than your own profile grid.

USE SOCIAL MEDIA TO BUILD RELATIONSHIPS, NOT JUST FOLLOWERS

Follow:

- College track programs
- Pole-vault accounts
- College admissions accounts
- Pre-health departments
- Biology departments
- College honors programs
- Campus organizations you genuinely find interesting
- Current athletes at schools you're considering

Watch. Learn. Engage naturally. Do **not** suddenly comment "🔥🔥🔥" under 47 posts from the same team. Normal person behavior wins.

MAKE IT EASY TO FIND YOU

Use the same basic name across platforms if possible:

Madeleine Wharton

not a username that makes someone wonder whether they've found the right person.

Your current questionnaire lists Instagram and TikTok accounts under versions of your name already, which gives us a good starting point.

Profile picture: clear photo of you.

Not: group photo where nobody knows which girl is Madeleine.

THE BIG RULE

Madeleine, I don't want you constantly asking:

"Will colleges like this?"

I want you asking:

"Is this actually me, and would I be comfortable with a coach, teacher, grandmother and future roommate seeing it?"

If the answer is yes, you're probably fine.

Your strongest social media presence is not going to come from trying to look perfect. It's going to come from documenting an unusually full life:

You compete at a state-championship level.

You take hard classes.

You lead.

You work with patients.

You make art.

You organize people.

You cheer.

You spend time with your family.

You have big goals.

You also drink energy drinks, scroll TikTok, like shopping, hang out at the lake and care about what your future dorm might look like.

That's the person I want colleges and coaches to discover.

YOUR FIRST 10 POSTS

If we're starting this strategy now, I would literally begin here:

1. **"Hi, I'm Madeleine" carousel/reel** — athlete + school + work + art + personality.
2. **Best pole-vault video** — pin this.
3. **"How I became a pole vaulter"** — tell the origin story.
4. **State championship throwback** — both titles.
5. **GRWM for dermatology work.**
6. **Pole Vault 101: Three things people always ask me.**
7. **Sunday reset / paper planner.**
8. **Art time lapse or commission reveal.**
9. **Day in the life: school + leadership + practice + work.**
10. **Road to 12' — Episode One.**

Then we stop treating this like a campaign and start documenting your actual senior year. The goal is not to become an influencer. **The goal is to become discoverable.**