



# Building Your Brand & Securing Sponsorship With Social Media

TREVOR TURNBULL

July 7, 2016



Which **social media platforms** do you actively use right now?



Facebook



Twitter



Instagram



YouTube



Snapchat



Pinterest



Live (Meerkat, Periscope, Facebook)



Other?

**WHY** do you use these tools?  
Do you have a strategy?

**We are here today to help you  
understand how to leverage  
social media to **build your  
personal brand story** and  
secure sponsorship**

# MY PERSONAL BRAND STORY

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AFTER THE GAME

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# MY PERSONAL BRAND STORY



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The  
New York  
Times





**AS SEEN IN**

Mashable Entrepreneur TIME  
FastCompany BusinessWeek Forbes

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## **FREE: ADVICE FROM THE PROS**

**Want To Learn The Secrets To Success From Some Of The Most Influential People In Sports?**

We've assembled an All-Star cast of sports pros working in business, marketing, media and other fields in the industry who have given their advice on landing that dream job in sports. Just enter your EMAIL and we'll send you the 45 page How To Land Your Dream Job In Sports: Advice From The Pros ebook.

Email

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PLAN DE MATCH  
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**Deloitte.**

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# Forbes Entrepreneur<sup>®</sup> MAGAZINE

I have spoken to athletes & coaches, interviewed executives from all major sport leagues and have been featured in major publications



**My story did not happen by  
accident....I **CREATED** it by  
figuring out my **WHY** and then  
aligning my actions to support  
my **GOALS****

# THIS COULD HAVE BEEN MY LIFE

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Legacy After The Game provides **empowering** social media & leadership education to athletes, coaches and sports professionals so they can **create the life they dream of...not the one they settled for.**



# The Role of Storytelling





# Storytelling is the **CURRENCY** of the Olympic Games



# Creating Your Story Will Help You...

- Become more **influential**
- Prepare for podium **success**
- Become more **sponsorable**

# QUESTION #1

What makes your **FAVORITE**  
athlete your **FAVORITE** athlete?

Name them and list 3 reasons why



# Building Your Personal Brand





# QUESTION #2

Imagine the **BIGGEST**  
future possible

What are your strengths?  
Who will you become?  
What will your legacy be?

# Google

**What does Google say about you?**

Google Search

I'm Feeling Lucky

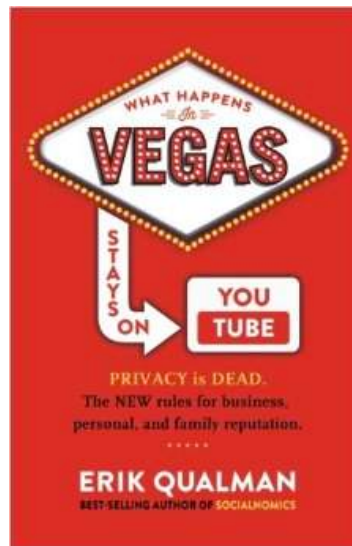
**Typically...you are going to  
find 1 of 3 things....**

# Nothing



**SORRY  
NO RESULTS  
FOUND.**

# Negative



# Positive





# SOCIAL SITES RANK HIGH



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Google **trevor turnbull**

Web Images News Videos Maps More Search tools

About 836,000 results (0.64 seconds)

**Trevor Turnbull | Facebook**  
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# FIRST IMPRESSIONS LAST



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**92%** of what you  
think about a person  
is determined in  
30 seconds



**55%** is determined  
before you ever say  
a word (image, dress, etc)



**37%** is determined  
by what you say  
(vocabulary, tone, etc)

**Is your online presence **ALIGNED**  
with “**Who You Will Become?**”**

# REMEMBER.....



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If you “retweet” it, “like” it or “share” it....you “own” it



# REMEMBER.....



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**Think twice before you post...it could be headline news tomorrow!**

# REMEMBER.....



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## Syracuse University soccer player investigated for racist and homophobic rant caught on video

**WARNING: GRAPHIC LANGUAGE.** Hanna Strong, a senior at Syracuse University, has been suspended from the women's soccer team after an undated video surfaced on social media showing her spewing hateful remarks at a peer during a confrontation.

BY NICOLE HENSLEY [Follow](#) / NEW YORK DAILY NEWS / Saturday, September 6, 2014, 9:17 PM

159  
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nydn.us/1oSwMvZ COPY



## Everything you say and do in public can end up online

# REMEMBER.....

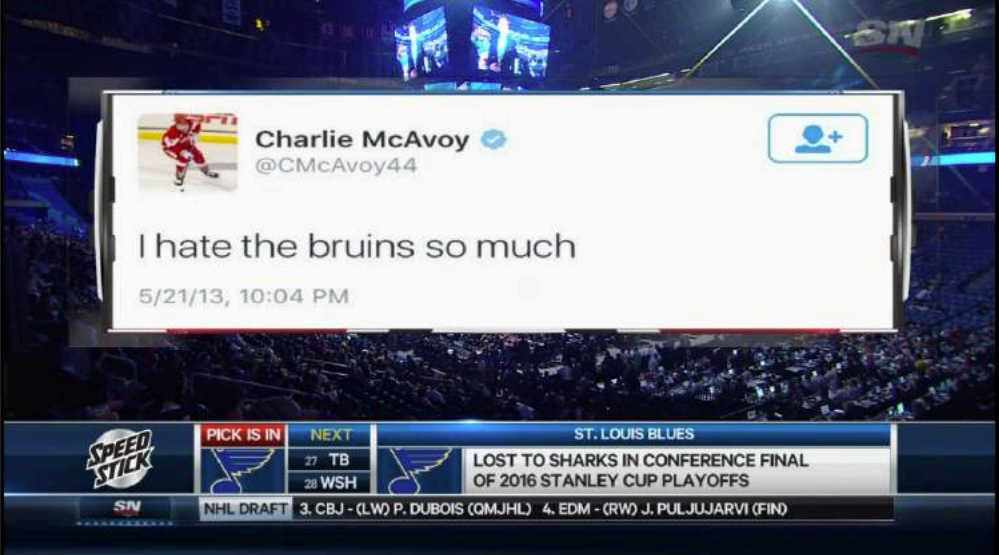


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Video Leagues Teams Shows

## NHL



**TRENDING:**  
MCAVOY LEARNS  
TO BE CAREFUL  
WHAT YOU WRITE  
ONLINE

1:07 | June 24, 2016

Charlie McAvoy learned a tough lesson about the internet on Friday. After being drafted 14th overall by Boston, an old tweet he posted 3 years ago saying how much he hated the Bruins resurfaced.

**SPEED STICK**

PICK IS IN	NEXT	ST. LOUIS BLUES
27 TB	28 WSH	LOST TO SHARKS IN CONFERENCE FINAL OF 2016 STANLEY CUP PLAYOFFS

**NHL DRAFT** 3. CBJ - (LW) P. DUBOIS (QMJHL) 4. EDM - (RW) J. PULJUJARVI (FIN)

**HOVER TO PLAY VIDEO**

**ROGERS CUP** JULY 23-31 2016

## He was drafted 14<sup>th</sup> overall at the 2016 NHL Draft



# Choosing Your Platform(s)



Social Media...is the **TOOL** that  
allows you to control your own media  
.....and write your own story

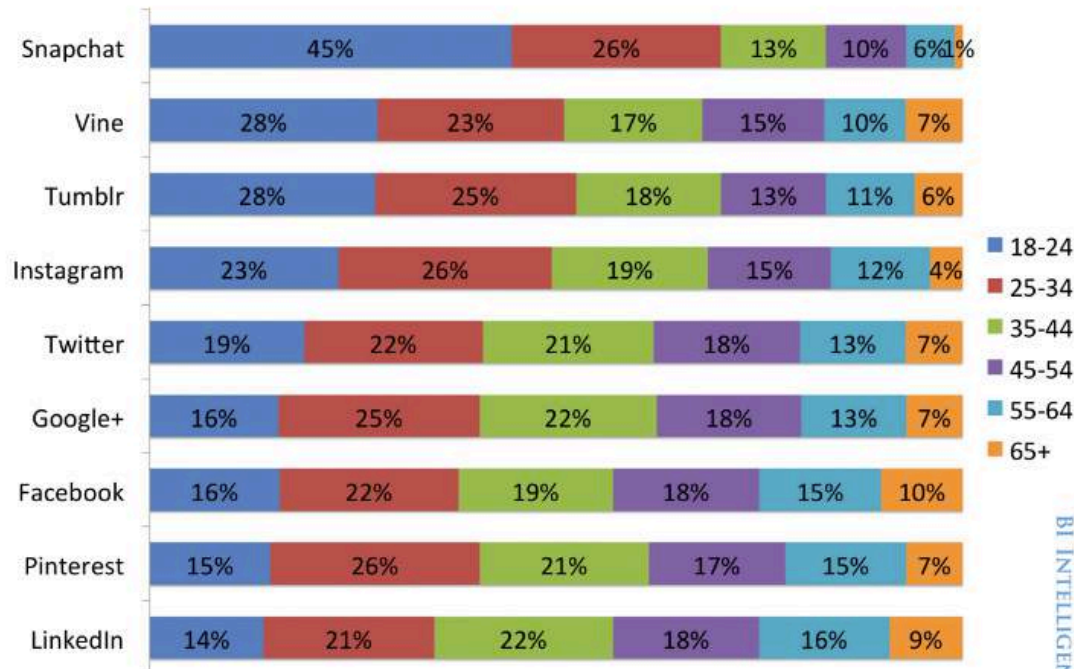


# KNOW YOUR AUDIENCE



## Age Distribution At The Top Social Networks

% Of Users In Each Age Group — US Data - Users Aged 18 And Over — December 2014



BI INTELLIGENCE

> **Pinterest** has tremendous reach among women

> **Instagram** is most used social network for teens

> **Snapchat** has by far the most youthful audience

> **Facebook & Twitter** user base is getting older

> **LinkedIn** has highest income amongst users

Source: comScore



# Who has a FACEBOOK FAN PAGE?



## SPONSORSHIP OPPORTUNITY



Sponsors can leverage your “LIKES” with advertising

# Who uses TWITTER?



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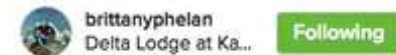
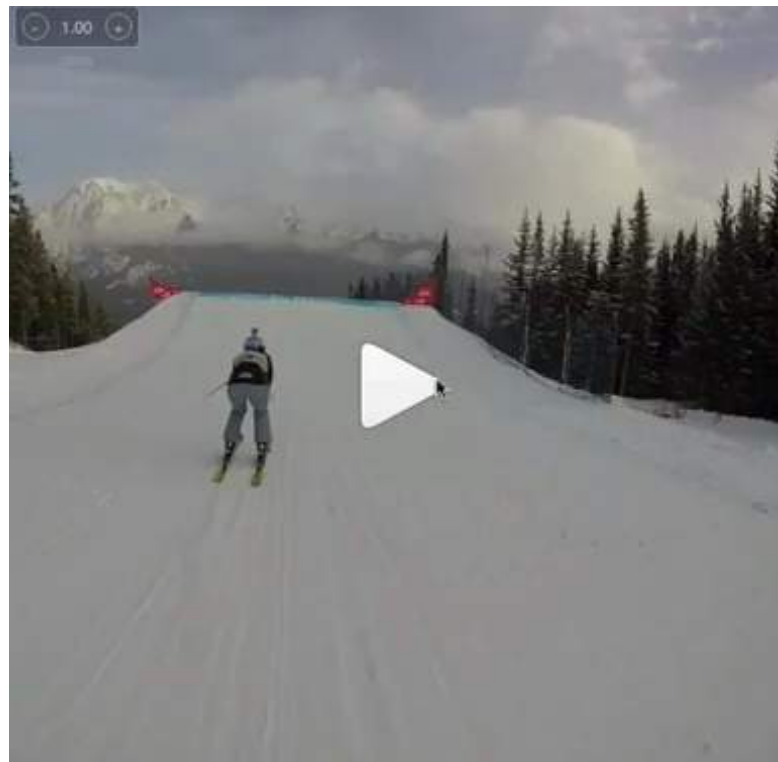


Gary Vaynerchuk - [@GaryVee](https://twitter.com/GaryVee) 

# Who uses INSTAGRAM?



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2,035 views 23w

brittanyphelan This course is so FLY  
@kelseyserwa in the lead ! #CanSkiCross  
#Nakiska @alpinecanada

o\_ski\_wan\_kenobi So excited for  
@addykinskiwocker and I to come see you  
gals #sendit this weekend

matteo\_sala 🍷🍷🍷

hannah\_richard Goals @annie.adamsss  
@laurenhiix

alyssaroy Casual @haley.tibbetts  
@brittanycarter @alexrogers4  
@tay\_moffatt

alexrogers4 @alyssaroy would I be  
screaming? Yes

kelseyserwa You so fly

hwiddy yea girl go girl

paulabindere\_ Perfect video!!!! Love it

miss\_susie @scarrah Sunday goals

♡ Add a comment... ☺☺☺

What you do is “normal” to you...but **AMAZING** to others



# Who uses SNAPCHAT?



Cooking with Korey  
video series



Great for “connecting”...not great for sponsorship...yet!



# Creating Your Content



Creating **UNIQUE** “Behind the Scenes” content is **GOLDEN!**



# RIO 2016



CANADA'S OLYMPIC NETWORK

**AUGUST 5 - 21 2016**

FR

#CBCOLYMPICS



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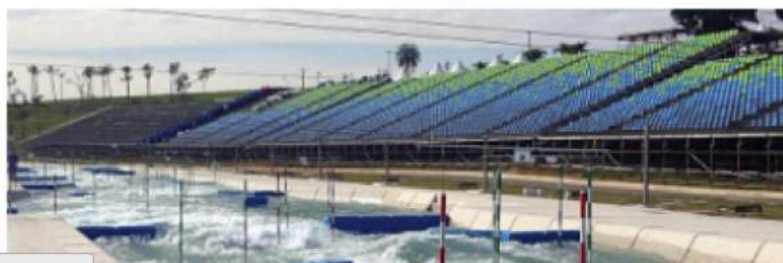
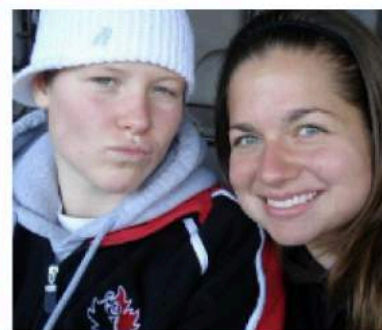
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## Canadian athletes to follow on social media ahead of Rio 2016

Jul 05, 01:32 PM ET



## London 2012 Medal Table

					TOT
1	 USA	46	29	29	104
2	 CHN	38	27	23	88
3	 GBR	29	17	19	65
13	 CAN	1	5	12	18

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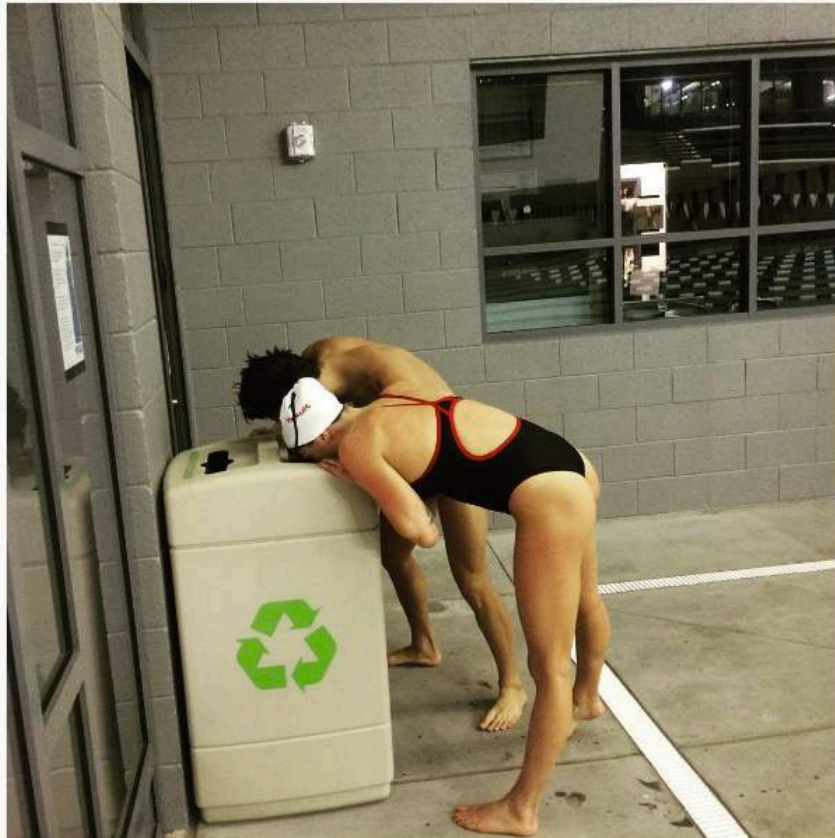


NOW STREAMING »



## Hilary Caldwell, Swimming — @hilcaldwell

From hilarious throwbacks to behind-the-scenes training shots, Hilary's Instagram caption game is sure to have you actually laughing out loud.



hilcaldwell  
Northern Arizona Un...

Follow

90 likes

8w

hilcaldwell Best average at altitude got us like.. #flagstaff #paintrain #vomcity #noair #roadtorio #escapadetoedmonton

rfunk08 Escape to Edmonton I love it

ponderosacrossfit Haha 🤔



Add a comment...



## Rosie MacLennan, Trampoline — @RosieMacLennan

Rosie may be the only Canadian athlete defending an Olympic gold medal from the London 2012 Games but that doesn't mean she can't have a little fun along the way. McLennan's Instagram is full of some really great flipping content — see what we did there?



rosiemacennan

Following

4,617 views

5w

rosiemacennan Tramosaurus Rex, at it again. #flips #double

[view all 63 comments](#)

[iveno\\_fresh](#) [@c.mayorchak](#)

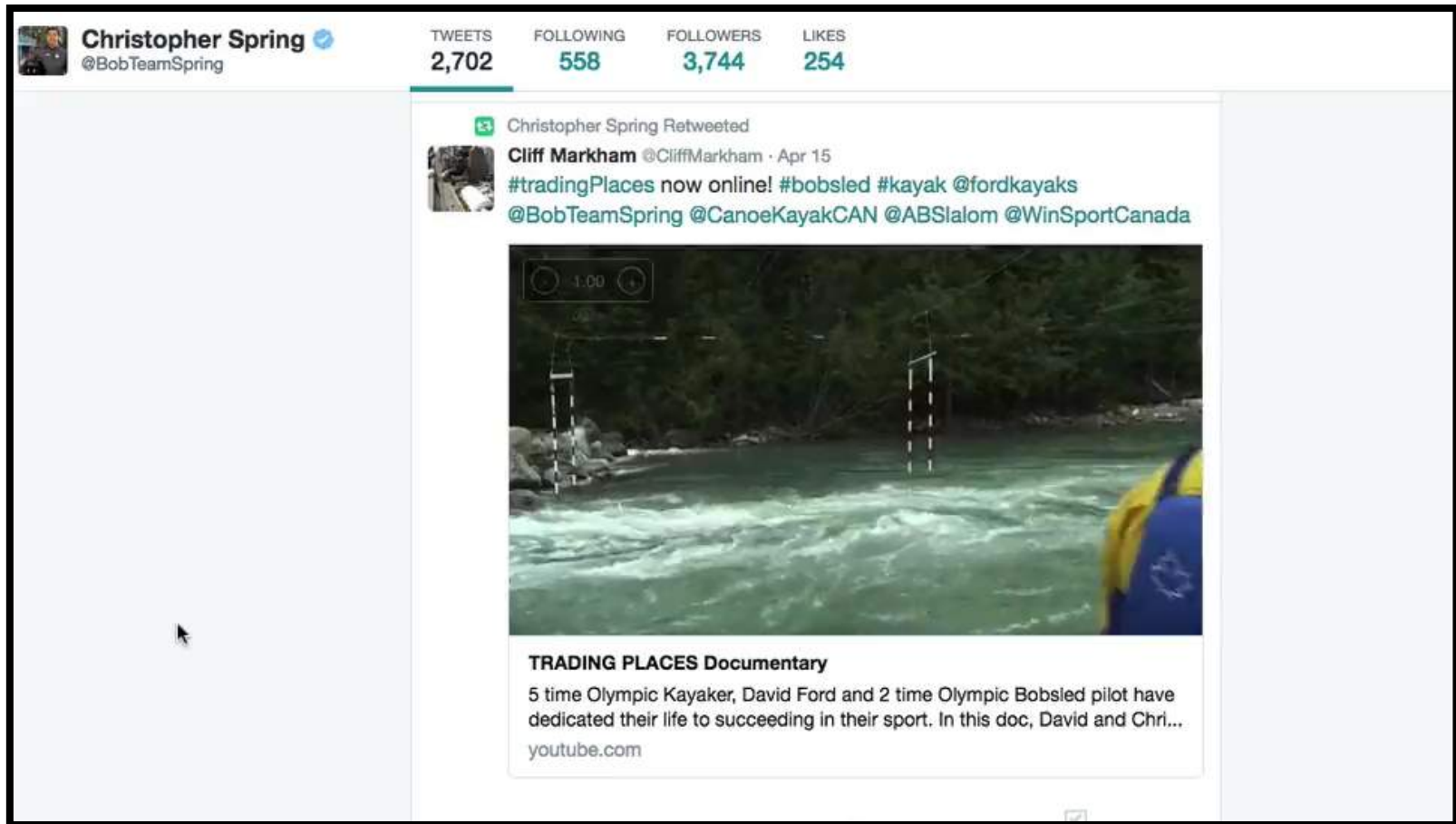
[whatswonng](#) [@rebeccajwong](#) ahaha i think i wanna buy one, or one for all the siblings



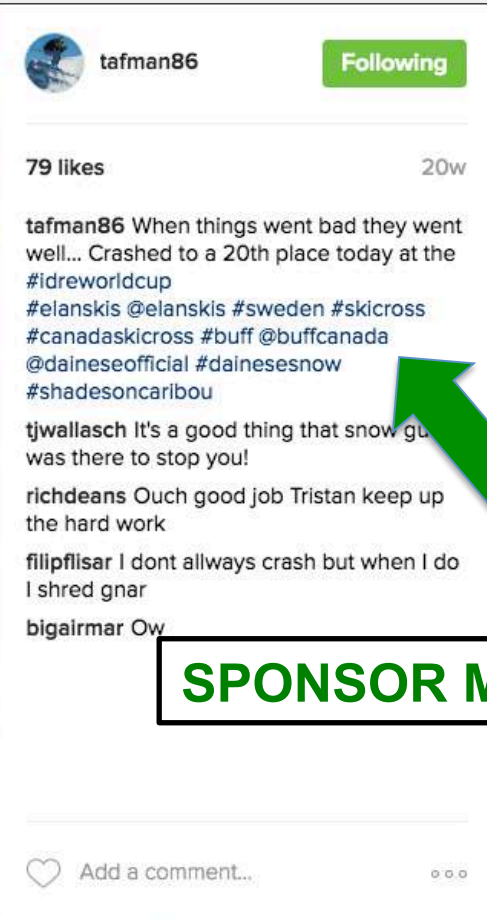
Add a comment...







**Chris Spring (Bobsled) – Share Unique Experiences!**



**SPONSOR MENTION**

**Tristan Tafel (Ski Cross) – Celebrate Your Failures!**

# QUESTION #3

**What makes your life /  
experiences **UNIQUE**?**

The sport(s) you play?

The places you travel?

Special talents? (juggling, handstands, etc)



# QUESTION #4

What athletes do you **ADMIRE**?

Name them and “borrow” content ideas from them

# THE BIG MISTAKE!

Always sharing/creating  
“**sport**” related content

REMEMBER.....



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People “**connect**” with people  
because of shared interests

Social Media provides you with  
the tools to be “**social**”

## QUESTION #5-8

What are your **PASSIONS**?

Sports, traveling, video games, music

What do you do in your **SPARE TIME**?

Cooking, reading, TV (reality, series), volunteer

Who **INSPIRES** you?

Mentors, coaches, celebrities, speakers, authors

What **BRANDS** do you like?

Clothing/Shoes, Automobiles, Electronics



# Secret Tip For More Media Exposure



**Follow & Engage** with Media,  
Journalists, Writers/Bloggers

This is how I got mentioned on Forbes

# Resources & Tools



**Social Media Examiner**

5 hrs · 🌐

Trying to find great free social media images can be incredibly time-consuming. Here's a list that [Hootsuite](#) put together of the best 20 free stock photo sites to help you.



## 20 Free Stock Photo Sites for Your Social Media Images

Trying to find great free social media images can be incredibly time-consuming. We've put together a list of the best 20 free stock photo sites to help you.

[BLOG.HOOTSUITE.COM](#) | BY HOOTSUITE

<http://facebook.com/smexaminer>



**Social Media Today**

6 hrs · 🌐

A new report from BuzzSumo has shown that video content is outperforming all other content types on Facebook in terms of reach, while another report shows Live content, in particular, is generating big numbers.



## New Research Shows Video Content Outperforming All Other Types on Facebook

New research has shown that video content on Facebook - particularly live video...

[SOCIALMEDIATODAY.COM](#) | BY ANDREW HUTCHINSON

<http://facebook.com/socmediatoday>

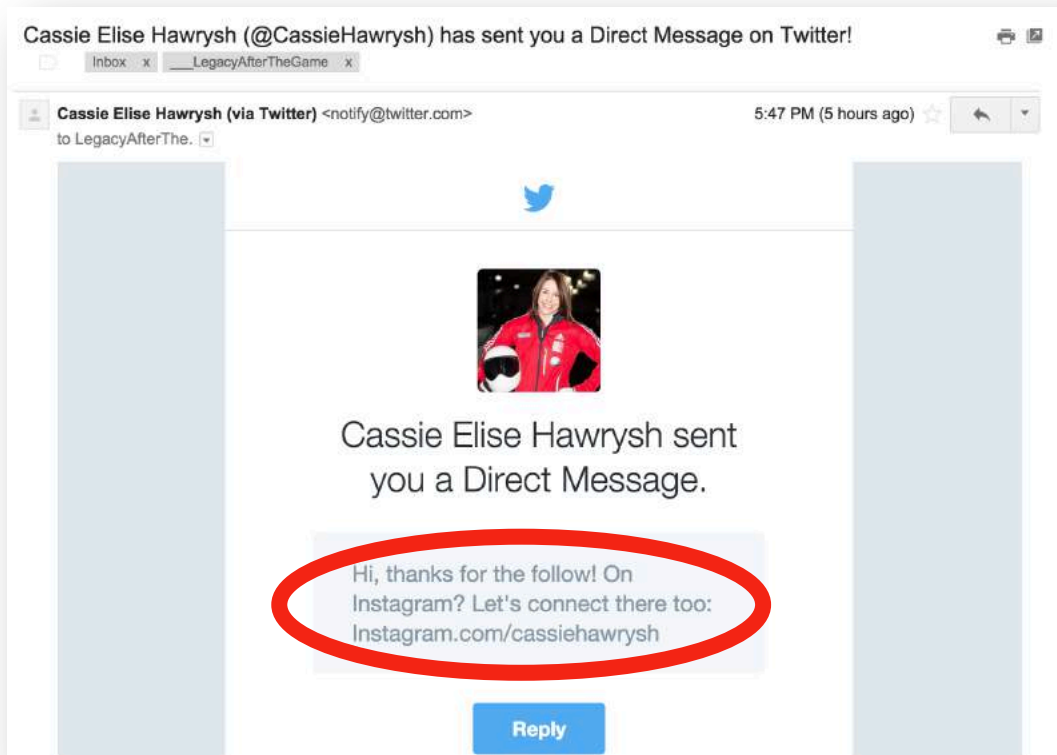




# Resources & Tools

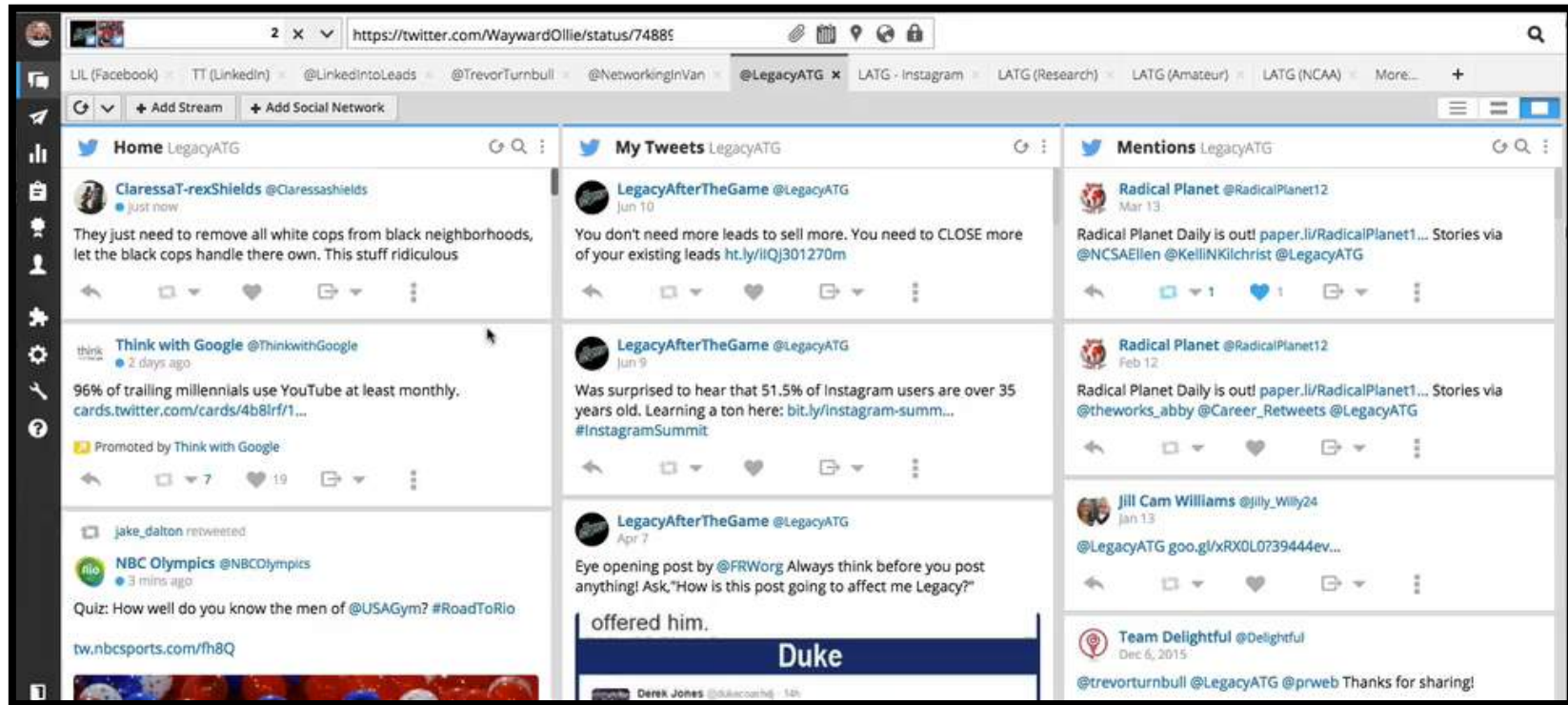


<http://www.socialmediatoday.com/marketing/6-simple-tools-create-images-social-media>



[crowdfireapp.com](http://crowdfireapp.com)

- > **Grow** your social following
- > **Consistent** usernames
- > **Link** accounts in description
- > **Engage** your followers



<http://www.jeffbullas.com/2016/03/01/17-best-social-media-management-tools/>



# Securing Sponsorship





# Creating Your Story Will Help You...

- Become more **influential**
- Prepare for podium **success**
- Become more **sponsorable**



# CASE STUDY: Cassie Hawrysh



GAME PLAN  
PLAN DE MATCH  
PRESENTED BY / PRÉSENTÉ PAR

Deloitte.

## Olympic dream over for Brandon's Cassie Hawrysh

FIRST POSTED: FRIDAY, JANUARY 17, 2014 12:09 PM CST



Canadian skeleton athlete Cassie Hawrysh during the Canadian Olympic Committee's (COC) Media Summit in Vancouver, British Columbia, Monday May 13, 2013.

The Olympic dream for 2014 appears to be over for Brandon's Cassie Hawrysh.

The 29-year-old skeleton racer has been informed that Canada will not qualify a third sled for the 2014 Olympic competition in Sochi, Russia.

Skeleton Canada previously named Sarah Reid and Melissa Hollingsworth to the team for Sochi and said it would add a third woman by Jan. 19 if Canada could qualify another sled for the Games.

Heading into this season, Hawrysh looked to be in a great position to qualify for Sochi. She needed only a top-6 finish on the World Cup circuit and placed first at the Canadian team trials to earn one of three World Cup spots.

However, after a couple of disappointing results, she was demoted to the second-tier Intercontinental Cup circuit, where only first-place finishes would help her get back on track for Sochi. Meanwhile 21-year-old Calgarian Robynne Thompson stayed on the World Cup circuit to try to earn Canada a third sled in Sochi.

Hawrysh did her part, winning two races in Park City, Utah last weekend, but still did not get called back up to the World Cup circuit.

Her fate was sealed when Canada's Skeleton coaching staff chose not to enter anyone in the Friday's World Cup race in Igls, Austria.

As a result, Canada cannot qualify a third sled for

"70% of buying experiences are based on how the customer feels they are treated" (McKinsey)

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More debt costs you  
SUN+



HPV vaccinations offered to Grade 6 boys  
SUN+



Up city debt ceiling by \$250M: Finance committee  
SUN+

"Don't talk to strangers! ....and get a CRM!"



#1 Online Customer Relationship Management for Small and Growing Businesses

insightly

*"Disappointment and a little bit of heartbreak," Hawrysh said. "It's just a reflection of how badly I wanted to, and still want to, represent Canada."*

*"It's didn't go fairy-tale, but there's **still lots of story to be written**" she said. "Hash-tag, four more years!"*

**Cassie Hawrysh  
Women's Skeleton**

# IMAGINE YOUR FUTURE



<http://youtube.com/cassiehawrysh>

# SECURING SPONSORSHIP



## SPONSORS WANT

- > **Brand** ambassadors
- > **Brand** reach/exposure
- > **“Fan”** engagement
- > **Connection** to your story & journey



# SPONSORSHIP TYPES



## Personal Partners



## Speed Partners



## Team Sponsors



## Personal Product Sponsors



## Athlete Ambassador



# CONNECTING WITH SPONSORS



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- > **Follow** their social accounts
- > **Engage** them on social accounts
- > **Remember** behind every sponsorship opportunity is a PERSON
- > **Be proactive** by reaching out to sponsors where they do business

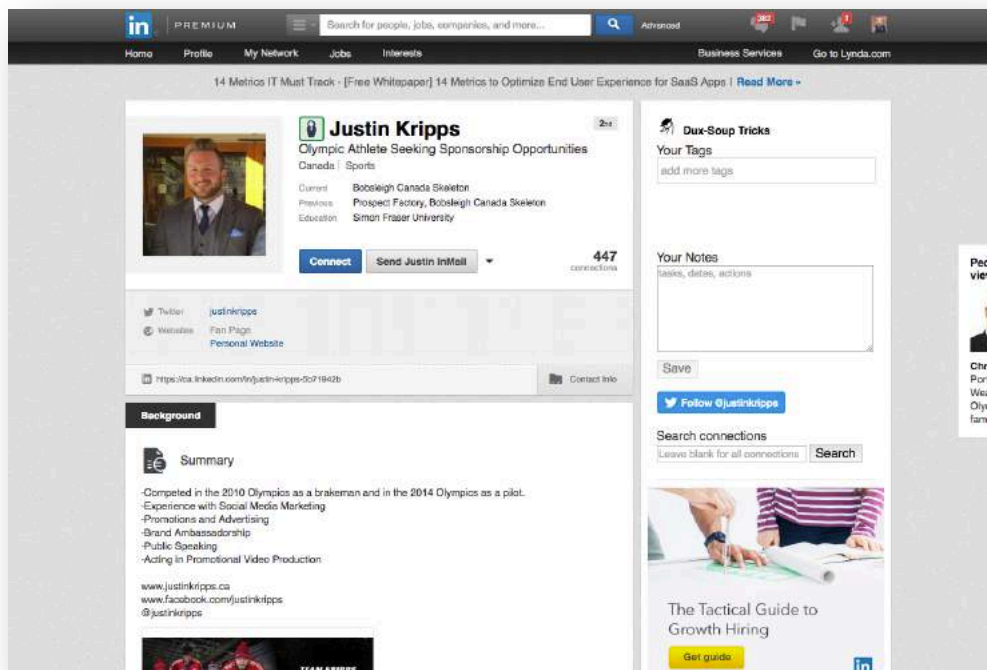
<https://makeachamp.com/blog/how-to-find-a-sponsor>



# SPONSORS ARE ON LINKEDIN



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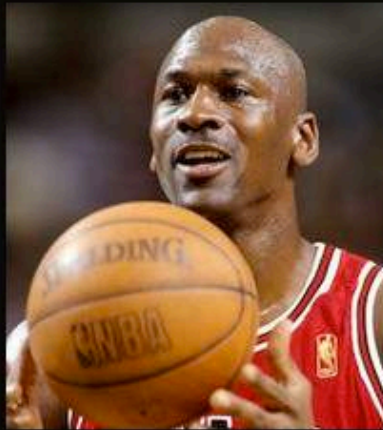


- > Add a **background image**
- > Upload a **professional photo**
- > **Customize your headline**  
Canadian bobsled pilot | Actively seeking sponsors to join my Olympic journey | JustinKripps.ca
- > **Include your contact info**
- > **Include your social accounts**
- > **Tell your story / goals / needs**
- > **Research sponsors**
- > **Join LinkedIn Groups**
- > **Proactively connect with and messages potential sponsors**

**PICK ONE** social media platform  
and be **REALLY** good at it

**You don't get what you don't ask  
for....put yourself out there**

# FINAL THOUGHTS



Some people want it to happen, some wish it would happen, others make it happen.

(Michael Jordan)

izquotes.com

## Free Training Video

How to Monitor & Manage Your Online Brand

[LegacyAfterTheGame.com/reputation](http://LegacyAfterTheGame.com/reputation)



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