

Social Media

Making Your Team Better

March 2016

IT Background – Kyle Bedalov

- BS In Computer Science
- Social Media Manager
- Started blogging in October of 2004
- Started using LinkedIn in May of 2006
- Started using Facebook in October of 2006
- Started using Twitter in October of 2008

Swim Background – Kyle Bedalov

- Head Coach since 1991
- 13 All Americans
- 36 Academic All Americans
- Team Scholar Gold Level 7 of the past 8 Seasons
- NISCA member since 1994
- WISCA member since 1995

What is Social Media

- Duct Tape Marketing defines it as “the use of technology combined with social interaction to create or co-create value.”
- The Social Media Guide says it “is user generated content that is shared over the internet via technologies that promote engagement, sharing, and collaboration.”

Historical – A Look Back

- Parents Meeting
- Print everything and pass handouts out
- Phone calls to Team Members
- AIM – AOL Instant Messenger
- Email
- Texting
- Social Media

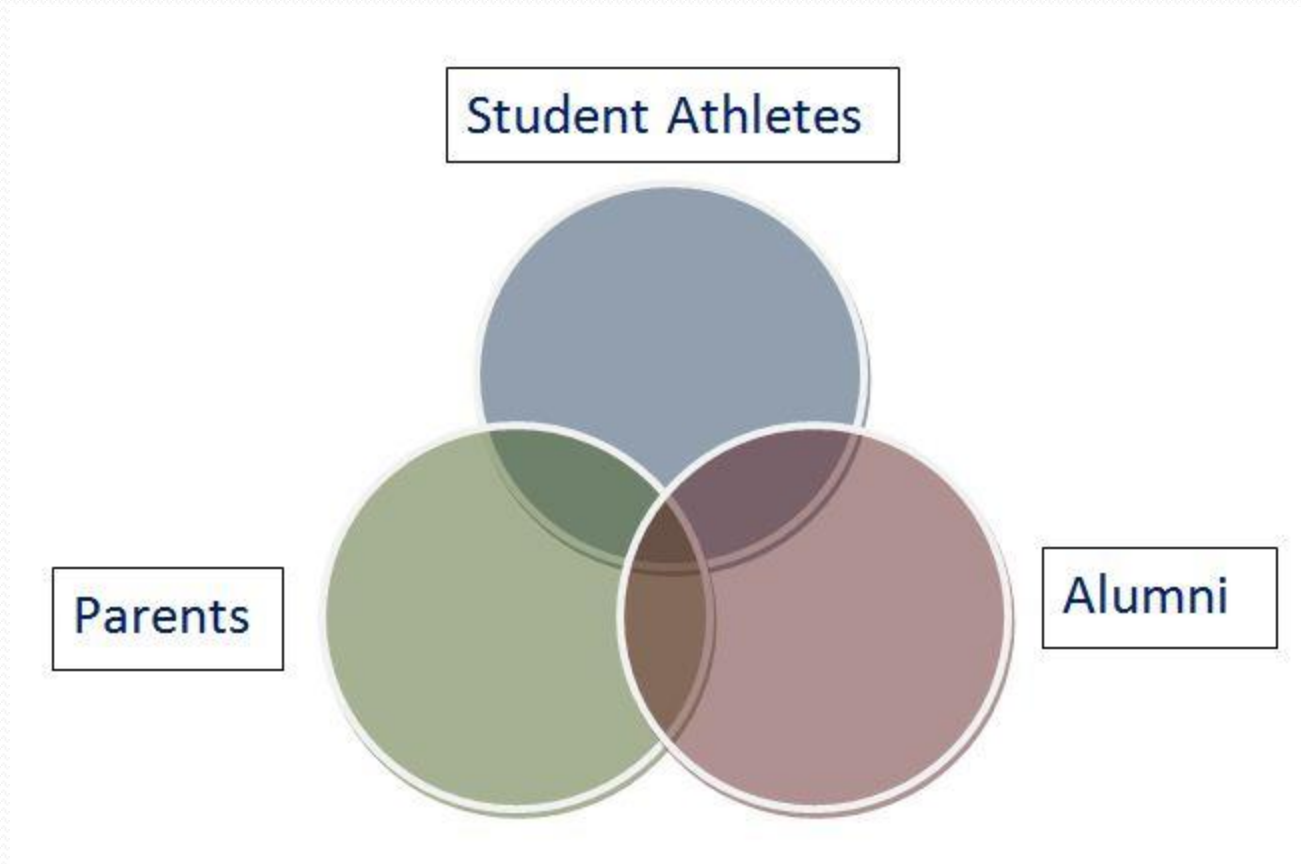
Statistics on Social Media

- Over 50% of the world's population is under 30
- 1 Billion active Facebook users as of October 2012
- Nearly every large University in America is on Facebook
- 69% of parents are “friends” with their children on Facebook
- 500 Million active Twitter users as of April 2012
- 50 million Twitter users log in at least once a day
- The 2nd largest search engine in the world is YouTube
- 48 Hours of video is uploaded to YouTube every minute

Why Use Social Media

- Communicate Instantly
- Connect with your “Swim Family”
- Promote Fundraising Opportunities
- Use as a Recruiting Tool to attract athletes
- Be Part of the Excitement
- Reinforce the Message of your Team
- Strengthen your Program in the Swim Community
- Professional Development
- Stay Connected and Relevant

Connect





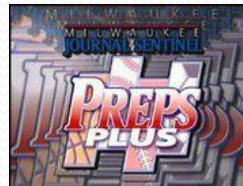
Connect

Who is “On” Social Media

- Student/Athletes and Parents
- Coaches
- Booster Clubs
- Support Staff
- Local Businesses
- College Teams and College Coaches
- Athletic Associations
- Media



Culver's



Tools

- Technology using Interactive Video for Training
- Engage the Team in Conversations
- Involve everyone with Current Information including Team Schedule and Team Calendar
- ????

Risks – Parent / Athlete

- Parents must Understand and Monitor activity
- Need to know Expectations from the Coach
- Reminder that the primary use is to Promote Communicate throughout the Team
- School District Policies
- Inappropriate Behavior
- Need to know Expectations from the Coach
- Must have Parents permission



Benefits

Actual Tools

- Blog
- Facebook
- Twitter
- YouTube
- Instagram
- Snapchat
- 100's of More



Facebook



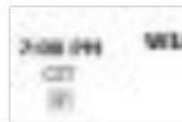
WNKM Women's Swimming and Diving

164 likes · 4 talking about this · 1 was here



High School

Your source for information on the WNKM Women's Swimming and Diving Team



Photos

 164

Likes



Map



Videos

4

Highlights

Twitter

The screenshot shows a Twitter profile for a swimmer's head coach. The profile header features a banner with the text "NORTH POLE" in large, white, hand-drawn letters on a dark background. Below the banner, the name "Head Coach" and handle "@WNKMWomensSwim" are displayed. The bio reads: "Home of Waukesha North / Kettle Moraine Women's High School Swimming and Diving" and "Waukesha, WI · <http://wnkmwomensswimming.wordpress.com>". The profile statistics show 776 tweets, 481 following, and 154 followers. The "Following" list includes Nora Schroedter (@nschroedter), Stephanie Hein (@shein1778), and Missouri State Bears (@MissouriStBears).

Tweets >

Following >

Followers >

Favorites >

Lists >


Head Coach
@WNKMWomensSwim
Home of Waukesha North / Kettle Moraine Women's High School
Swimming and Diving
Waukesha, WI · <http://wnkmwomensswimming.wordpress.com>

776 TWEETS 481 FOLLOWING 154 FOLLOWERS

Following

-  **Nora Schroedter** @nschroedter  
-  **Stephanie Hein** @shein1778
U of Illinois swimmer and student-athlete :) 
-  **Missouri State Bears** @MissouriStBears
Official Missouri State Bears athletics twitter updates. 

Similar to you >

-  **Evan Chastain** @swimcoachevan
Follow
-  **Swim Gate** @SwimGate
Follow
-  **Coach** @sailfishaquatic
Follow

Blog

WNKM Women's Swimming and Diving

Home of All Things WNKM



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KM Halftime Recognition

Posted on [November 27, 2012](#)

The Athletic Department at KM would like to recognize the Student/Athletes on the Swimming and Diving team from **both KM and North** during halftime of a home basketball game.

The date selected was Tuesday, December 18th. It is a Boy's basketball game against Arrowhead that starts at 7:30. Admission will be free that game for the Student/Athletes.



Important Team Info

[Quick Facts](#)

[2013 Schedule](#)

[2013 Daily Schedule](#)

[Meter to Yards Conversion](#)

[All Time Top 20 Yards](#)

Where to Start – Next Steps

- Discuss with School Administration about Policies
- Discuss with Athletic Director
- Discuss with Team and Parents setting goals and expectations
- Establish Privacy Standards to the highest setting
- Remember 2 rules before hitting Send/Submit/Post
 - If you would not say it to a friend in person, do not say it
 - If you could not say it to your Grandma, do not say it



Conclusion

Contact

- Email: kbedalov@wi.rr.com
- Twitter: [@kbedalov](https://twitter.com/kbedalov)
- Facebook: [/kbedalov](https://www.facebook.com/kbedalov)
- Blog : wnkmwomensswimming.wordpress.com
- Skype: [kbedalov](https://www.skype.com/people/kbedalov)
- Mobile : 262.527.4320