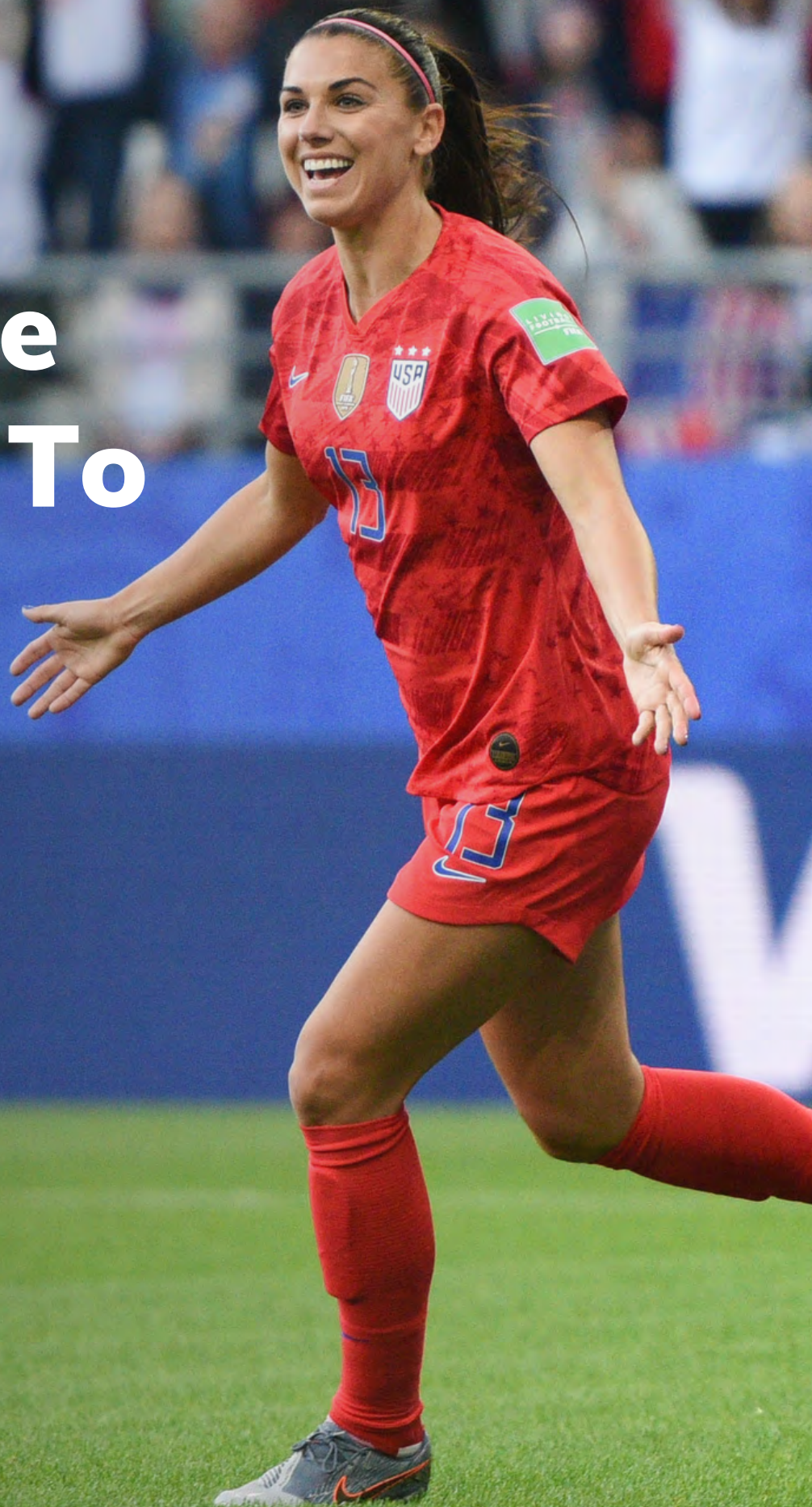


# An Athlete Guide To Social Media

10 Steps To  
Grow Your  
Personal  
Brand





# ABOUT KORE

In 2022, KORE and Hookit joined forces to serve more than 100 brands and 850+ sports and entertainment properties worldwide, providing the industry's only all-in-one platform of tools and services that help effectively **manage** and **measure** sponsorships to **maximize** performance.

**Social, powered by Hookit**, is KORE's social media insights and valuation tool purpose-built to:

- Quantify social performance
- Optimize social content
- Research new sponsorship partners
- Get market intel, audience insights, & benchmarks



## Key Features

Overview of portfolio performance

Aggregated posts of all partners

Automated campaign reporting

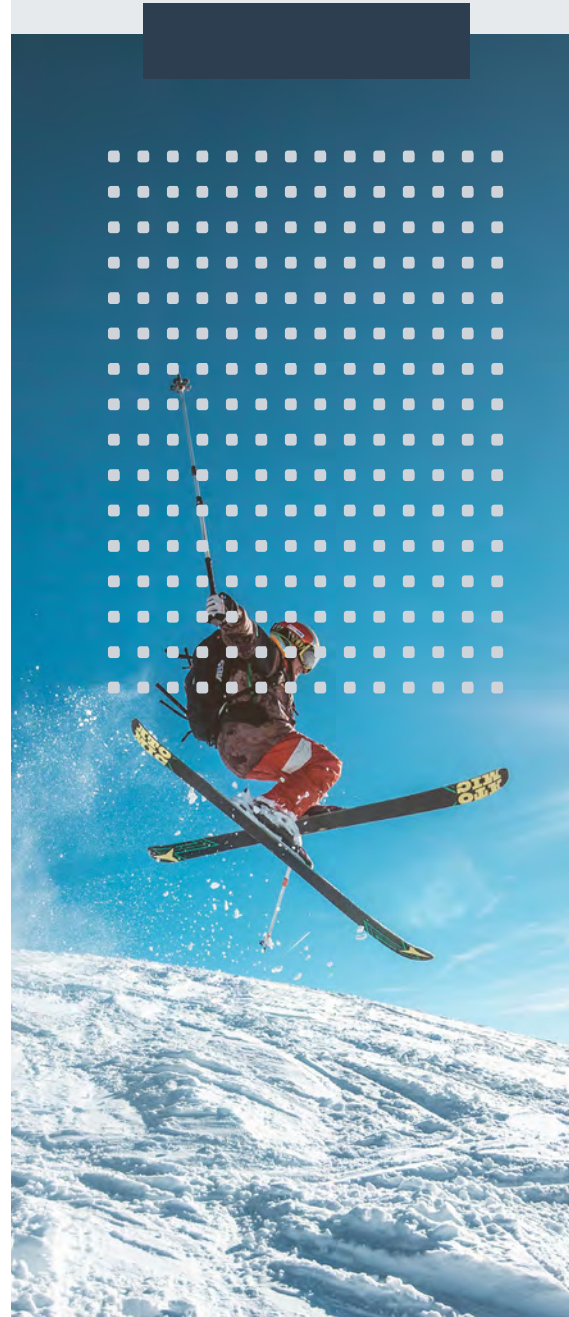
Competitive intel & benchmarking

Audience & topic analysis



# WHAT'S INSIDE

- Why Does Social Media Promotion Matter To Sponsors?
- STEP 1: Adopt A Data Mindset
- STEP 2: Identify Your Key Platforms
- STEP 3: Switch To “Creator” Accounts
- STEP 4: Engage With Your Audience
- STEP 5: Post Natively On Each Platform
- STEP 6: Show Your Personality
- STEP 7: Keep It Brief
- STEP 8: Understand What Drives Value For Partners
- STEP 9: Promote One Brand Per Post
- STEP 10: Promote Top Partners Weekly
- Example Posts: What To Do & Not To Do
- Benchmarking Against Other Athletes
- About KORE





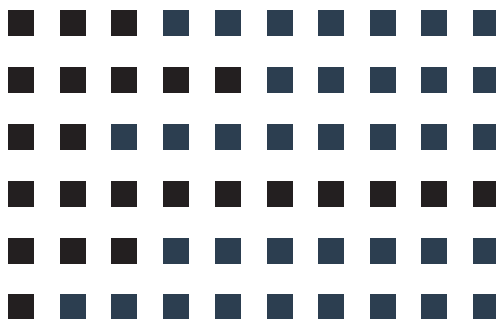
# SOCIAL ENGAGEMENT IS THE NEW CURRENCY OF SPONSORSHIP

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Social media gives you the power to tell your story your way and **control your value to sponsors**. Don't rely on TV, magazines, or anyone else to grow and engage your fanbase.

## Use social media to:

- Grow your following
- Build your personal brand
- Promote your sponsors and engage fans





The background of the entire image is a photograph of a young woman with long blonde hair, wearing a white Nike sports bra and light blue denim shorts. She is in the middle of shooting a basketball, with her arms raised and hands on the ball. She is standing on an outdoor basketball court. In the background, there are palm trees, a stone wall, and a clear blue sky. Another person is visible in the distance on the court. A blue rectangular frame with a white border is overlaid on the bottom left of the image, containing the text.

**Build your brand &  
grow your  
engaged fanbase  
to unlock career  
opportunities.**

# STEP 1: ADOPT A DATA MINDSET

## NUMBERS MATTER.

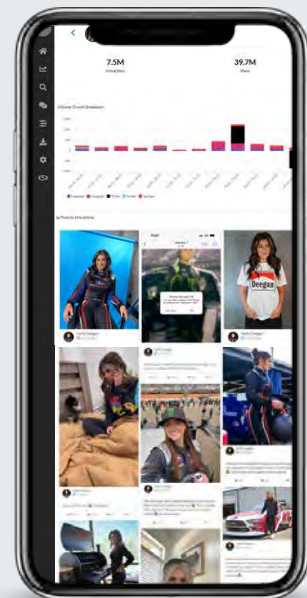
Track your numbers to grow  
& engage your fan base on social

Data you need to know:


- Which of your accounts has the most fans
- Which platform drives the most engagement
- What content gets the most engagement

Know where you stack up:

See the Benchmarking chart on page 22 to see how you compare to other athletes.





A woman with voluminous, curly blonde hair is the central figure. She is wearing a black athletic crop top and a silver chain necklace. She holds a silver smartphone in her right hand and wears a smartwatch and a black beaded bracelet on her left wrist. The background is a blurred outdoor setting with a red running track and trees.

**Promote your brand  
partners where you  
have the biggest  
audience & most  
engagement.**

## STEP 2: IDENTIFY YOUR KEY PLATFORMS

**Figure out which platform(s) have the audience you want to appeal to. Do one platform really well, then add more as you grow and have time.**



Post highlights & curated content.



Post more authentic content & make it different than Instagram.



Have a fan page for highlights, articles, & results.



Messaging with filters.  
Limited analytics.



Youngest audience. Have fun.



Mainly for streamers.



Keep it brief.



Grow your APAC fanbase.



Long-form highlight videos.



### PLATFORM TIPS

Use stories / Reels to show your personality

Your IG followers can easily find & follow you.


Largest audience - 2.95B active users

Limit video length & jump on trends quickly

Popular spot for reporters looking for new story angles


2.6B active users.  
Watched on TVs and Tablets, not just phones



A hand is holding a red iPhone, with the Apple logo visible on the back. The phone is held vertically, and the hand is positioned in the center of the frame. The background is blurred, showing a person's face and a white shirt.

**Best Practice: Grab your @handle and keep it consistent across every platform.** This will set you up for future growth / platform expansion.

According to a KORE study of 2,500 athletes, accounts switching to Creator see a **+10% INCREASE** in engagement after switching

Here's how for **Instagram** & for **TikTok** 

## STEP 3: SWITCH TO “CREATOR” ACCOUNTS

### WHY

Platforms like **Instagram** and **TikTok** hide your key metrics from you unless you convert to their “Creator” profiles

### WHAT YOU GET

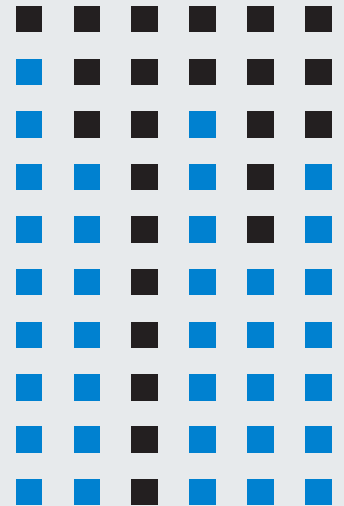
- More analytics
- Reach your global audience
  - Follower location
  - Best time of day to post
- Better data for your partners (prove your value)
- Plan your posts in advance to save time

**NOTE:** You DON'T have to give anyone your passwords when you do this. Your personal data stays personal.



## STEP 4: ENGAGE WITH YOUR AUDIENCE

- Respond to / like the first 50 comments
- Encourage fans to turn on push notifications for your posts
- Tag brands that you want to partner with
- Mention / DM reporters to get more news articles




© jamesboyes  
(England Women 0 New Zealand Women 1)

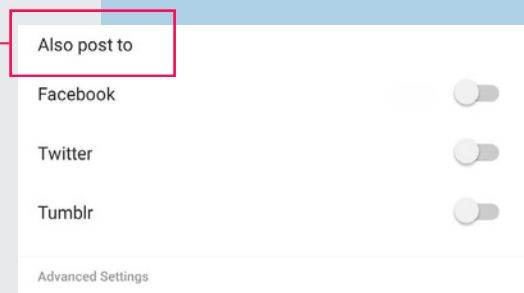
### Key Takeaway:

The more you engage, the more your fans will engage

# STEP 5: POST NATIVELY ON EACH PLATFORM

This will allow you to maximize the value you create for partners

- Don't use the feature "Also post to..." 
- Take the time to post on each platform
- **WHY:** Sponsor tags get lost if you cross-post and they're a great way to get new followers



Non-Native Post | Tags are NOT clickable



Native Post | Tags are clickable





## STEP 6: SHOW YOUR PERSONALITY

Fans follow performance and personality - showcase both

- Let your interests outside your sport come through
- Experiment & Test: Mix up your content to see what fans engage with
- The better your content, the more fans you'll attract

👍 **Good Example:** This post has nothing to do with football (his sport), but racked up millions of views

### Content Suggestions:


- Videos
- Jokes
- Struggles
- Training
- Behind-the-scenes
- Motivation & tips



## STEP 7: KEEP IT BRIEF

People have limited attention spans,  
especially on social media

- Aim for 15 seconds or less for videos (except for YouTube)
- Applies to the caption too (shorter than “...See More” cut off at 110 characters)

 **DON'T** put a bunch of spaces then  
@ or # all your sponsors



Virat Kohli

Long-lasting energy. In special cans that last way longer.  
Introducing the O’cean Energy Drink Sustainable Edition in partnership with @ballcorporation. The cans it comes in is made from at least 70% aluminium and can be recycled forever. The best news is that for every can you drink of this sustainable edition, Ball Beverage Packaging collects and recycles one. We’re doing our part, and you will too, by helping reduce waste and save the environment, one awesome can at a time.  
@oceanbeverages

As a special introductory offer, get your can at 50% off for only Rs.65 from [www.oceanbeverages.in](http://www.oceanbeverages.in). Valid for a limited time only.

#recyclesforever #oceanenergydrink  
#ballbeverages #halfprice #Oceandrinks #ad

Paid partnership with [oceanbeverages](https://www.oceanbeverages.in)

 11/26/22





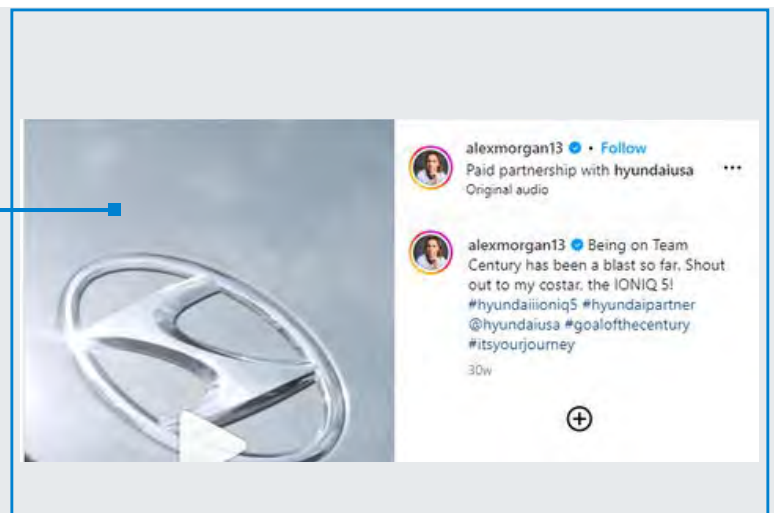
# STEP 8: UNDERSTAND WHAT DRIVES VALUE FOR PARTNERS

The better you promote sponsors, the more they will value you as a long-term ambassador

- Logo Quality
  - Clear
  - Large
  - Central
  - Good example post for Louis Vuitton



- Text Quality
  - Add relevant branded hashtags, mentions, or keywords up front
  - Keep the caption brief (less than 160 characters)
  - Good example post for Hyundai



**Tip:** Tag the brand on top of their logo in a post so fans can click through to learn about their products.



The background of the slide is a full-page photograph of a mountain biker. The rider is wearing a white helmet with black and red accents, red pants, and a black backpack. They are leaning forward on their handlebars, riding a black and red mountain bike on a rocky, dirt trail. In the background, there are snow-capped mountain peaks under a clear blue sky. A semi-transparent blue rectangular box with a white border is positioned over the lower half of the image, containing the text.

**Know what your  
sponsors are  
looking for. Most  
brands prefer  
organic branding or  
product promotion  
over blatant ads.**



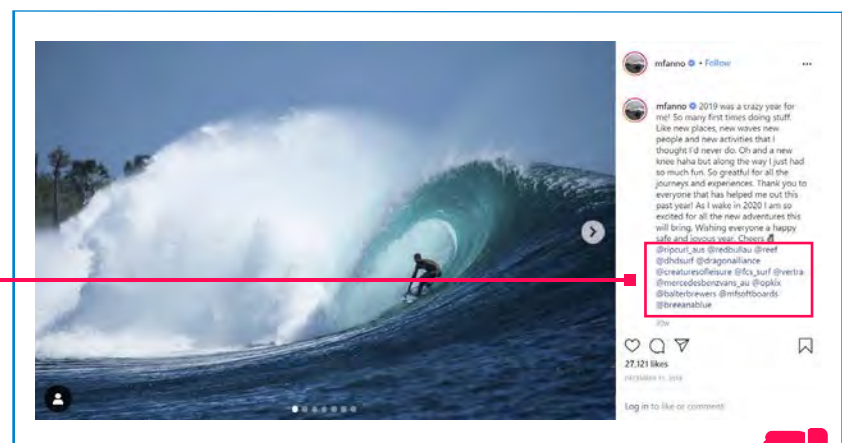
# STEP 9: PROMOTE ONE BRAND PER POST

Just like you, brands don't like to share the spotlight.

**Good** - Focus on one brand per promoted post to drive the most value



**Poor** - Don't # or @ all your partners in one post



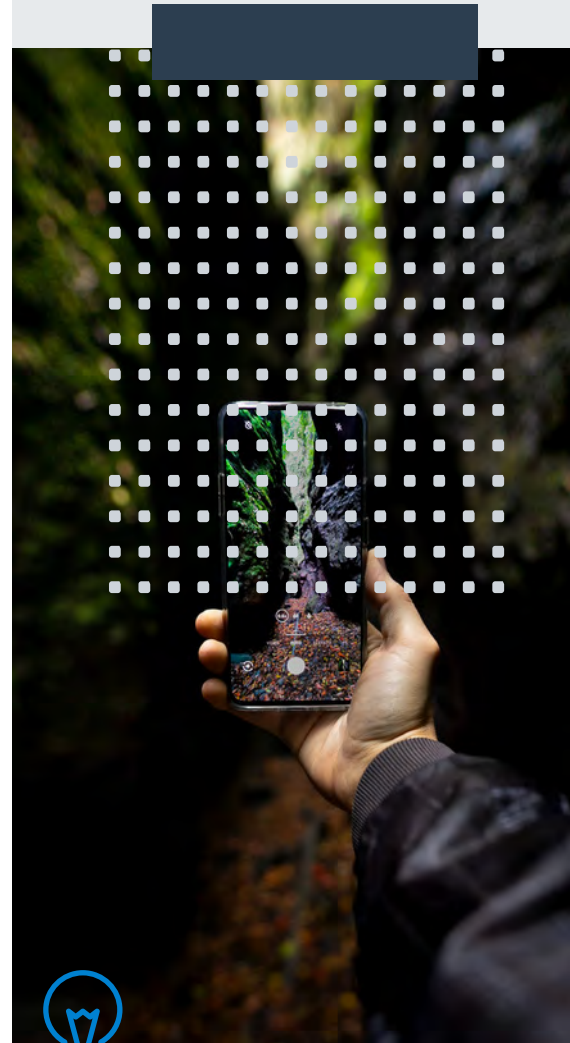
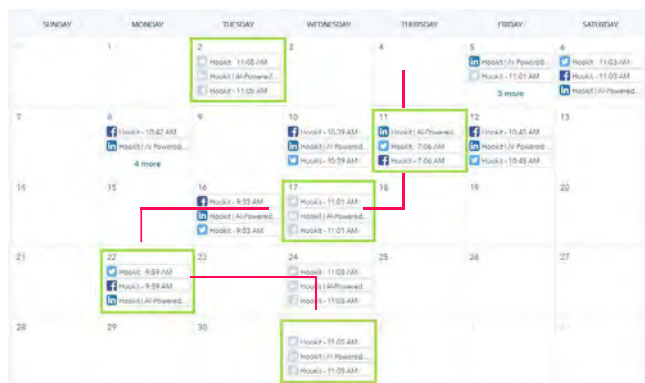
## Promotion Checklist

- ✓ Sponsor Logo
- ✓ # or @ Mention
- ✓ Link

# STEP 10: PROMOTE TOP PARTNERS WEEKLY

This cadence keeps them top of mind for your fans.

- Not all partners are the same
- For your top sponsors, promote them on your best platform once a week. Remember: No other brands (logos, #s, or @s) in that post
- **Keep track:** meet your contractual obligations

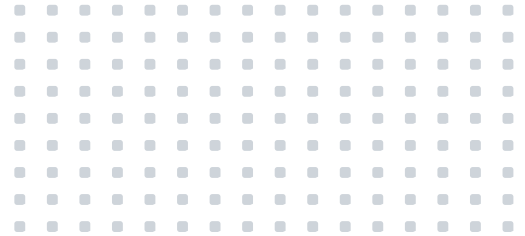


**Consistency is key.**

Don't promote them 4 times in 2 days, then not promote them the rest of the month.



# EXAMPLE POSTS: WHAT TO DO & NOT TO DO



## POOR PROMOTION QUALITY

### BRAND PROMOTED

Multiple Brands

Promotion Quality: 4% - 32% (varies by brand)

### WHAT WENT WRONG

- Too many brands are being promoted so none of them stand out
- 6+ logos in image
- 5 different brand mentions or hashtags in text







While including multiple brands in one post may seem like a good way to drive value for several brands at once, it reduces value for ALL brands in the post to nearly negligible.





# BETTER PROMOTION QUALITY

## AMBASSADOR

Steph Curry

## BRAND PROMOTED

Under Armour

Promotion Quality: 62%

## THE GOOD

Multiple Under Armour logos, embedded Under Armour tag in image

## WHAT COULD BE BETTER

Adding an Under Armour mention or hashtag in the text and increasing size of logos will increase promotion quality



# MAXIMUM PROMOTION QUALITY

## AMBASSADOR

Cristiano Ronaldo

## BRAND PROMOTED

Clear Haircare

Promotion Quality: 93%

## WHY IT IS GREAT

- Only one brand promoted
- Large, distinct logo
- Short caption, dedicated # and @ mention



**Tip:** DON'T aim for 100% promotion quality - posts that look like ads drive less engagement.










# BENCHMARKING

Compare yourself to other athletes with a similar social following.

## How to use this chart:

- Find the range of followers that you have on each specific platform.
- Compare how often you are posting to the average. More is better!
- Benchmark against the average engagement other athletes in your follower range get.
- Determine if you are keeping up when it comes to follower growth.

Platform	Platform Followers	Avg. # of Posts per Month	Avg. Engagement per Post	Avg. Video Views	Avg. Follower Growth
	1,000 - 50,000	3	2,903	47,843	40%
	51,001 - 250,000	6	12,574	178,425	56%
	250,001 - 1,000,000	9	40,504	386,291	57%
	1,000,001 - 5,000,000	10	103,291	923,835	157%
	5,000,000+	9	518,258	4,749,474	43%
	1,000 - 50,000	3	978	3,775	14%
	51,001 - 250,000	5	5,899	24,924	29%
	250,001 - 1,000,000	6	21,778	57,603	55%
	1,000,001 - 5,000,000	7	75,217	138,596	37%
	5,000,000+	9	459,773	679,052	47%
	1,000 - 50,000	7	390	610	7%
	51,001 - 250,000	10	2,132	2,878	21%
	250,001 - 1,000,000	12	5,880	7,095	19%
	1,000,001 - 5,000,000	14	14,274	14,155	16%
	5,000,000+	16	47,740	51,742	7%
	1,000 - 50,000	3	321	9,203	37%
	51,001 - 250,000	7	1,869	42,787	41%
	250,001 - 1,000,000	9	4,786	122,476	21%
	1,000,001 - 5,000,000	13	10,547	260,173	76%
	5,000,000+	13	40,111	985,398	3%
	1,000 - 50,000	4	417	382	13%
	51,001 - 250,000	8	1,837	1,617	12%
	250,001 - 1,000,000	8	5,557	6,186	43%
	1,000,001 - 5,000,000	11	15,844	13,438	7%
	5,000,000+	8	98,190	42,781	1%

Data Notes: Data is compiled on athlete accounts during a one-year period between June 2022 to June 2023. Engagement includes likes, comments, and shares. Follower growth rate is calculated by dividing the # of new followers during the period by the # of followers at the start of the period.



Alexia Putellas, Global Football  
3rd Ranked Female Global Footballer  
by Sponsorship Value  
as of July 20, 2023



STANLEY

Want to know how you or your athletes rank?

Email us at [info@koresoftware.com](mailto:info@koresoftware.com) or request a free demo at [koresoftware.com/request-demo/](https://koresoftware.com/request-demo/)

KORE is the leader in sponsorship technology, helping brands maximize partnerships as well as helping athletes and sports organizations be the best brand ambassadors possible.