

PARACLETE GIRLS SOCCER

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MEDIA RELATIONS GUIDELINES

Media Relations is important and we want to project the most positive image of the school, its student-athletes, and the coaches and staff.

Sometime during your athletic career, you may be asked to conduct an interview with a member of the media. It may be after you've scored the game winning goal, saved a score or set a record. It may be after you've missed a penalty kick that would have won the conference championship for your team. It may be for a feature article about yourself or your team for the hometown paper. Whatever the case, dealing with the media is an important part of athletics, and, in most cases, can be very fun.

Here are a few guidelines to assist you in dealing with the media:

- NEVER give out your home phone number to the media.
- Understand the question and think through your reply. If you don't understand a question, ask the interviewer to repeat it or clarify it.
- Answer all questions honestly. If you do not feel comfortable with the nature of a questions, answer "I do not want to discuss that" or "I would rather not comment on that," or "I think that is a question best suited for my Coach or the Athletic Director." Don't let a reporter press you beyond that if you are not prepared to answer the question.
- Turn a negative question or topic into a positive answer.
- If uncomfortable with the tone or direction of the interview, politely terminate the interview and notify your Coach, Athletic Director or Principal.
- Do not second-guess the coaching staff or your teammates.
- Do not criticize the officials, your teammates or coaching staff.
- Never criticize opponent players, coaches, arenas, schools, cities or anyone/anything about the opponent. Any joke, even if harmless sarcasm, may not appear that way in the next day's paper. If you are in public, assume that what you say might be repeated. You are a public figure representing Paraclete High School, so you must conduct yourself professionally.

- Do not say anything that you would not want to see in the newspaper the next day. Remember, anytime you talk to a reporter you will be considered "on the record" and what you say may be used in print.
- If a problem with a member of the media arises, please bring it to the attention of your Coach or Athletic Director or Principal as soon as possible.

SOCIAL MEDIA

Four things to keep in mind

1. It's a tool, not a toy. Social media isn't just something for your own entertainment. If used effectively, social media can be an asset to help a student-athlete's individual brand, their community, their team and the school they represent.

2. Nothing is truly private... ever. While many kids think they can delete a tweet or delete their Facebook profile if need be, many don't realize that content posted on the internet can last forever. Content can be captured in screenshots or saved by other users. And that message someone thinks only his or her friends will see? Student-athletes should keep in mind that tweets, Facebook statuses, or Instagram photos could end up being viewed by thousands of people.

3. If you retweet it (or share it), you own it. Yes, this even applies to people who put that cliché saying, "RTs do not equal endorsements," on their Twitter profile. That phrase is basically worthless. Freedom of speech does not equal freedom from consequences. If you retweet a trash-talking tweet from a friend and all-of-a-sudden they can be caught in the middle of an ugly conversation over the internet.

4. Personal branding: Every tweet reflects who you are. How are student-athletes choosing to represent themselves? Are they sending the right message about themselves to the public?

What Should You Post?

1. Say thank you. This is always a good option. Teach student-athletes to take time to thank those who support them. Fans, teammates and family for example.

2. Support others. Student-athletes can provide a positive example for other students by sending positive messages about their peers in other sports or activities at school.

3. Share news and humor. Social media is meant to be fun. Join in conversations and share things you find interesting or entertaining.

4. Engage in discussion with those you admire. Learn what they're talking about and even interact with them.

5. Post anything consistent with your personal brand. Again, how do you want to present yourself in public?