# Colby College Lacrosse

# Sept./Oct./Nov./Dec. 2024

# TRS Messages

* - The residence halls and general everyday life on campus for students and athletes are September’s topics, and we know from our research with your team at Colby - and others around the country - that this is a big area of interest for this generation of recruits.
* - In October, you’ll focus on the overall athletic climate at Colby College. Your messages will give your prospects a solid idea of what it’ll be like to compete for your program and be a part of the Colby campus community as an athlete and a student.
* - In November, you’ll be focusing on the athletic facilities at Colby. We’ll combine that conversation with your training philosophy to show your recruits how you’ll get them ready to compete at the college level.
* - In December, you’ll focus on your lacrosse team at Colby and you’ll be doing things like exploring the team atmosphere based on the findings in your focus group survey in these messages.

# For September:

\*\*Main Topic\*\*: Residence Halls and Everyday Life at Colby

# Talking Points

* - Experience our comfortable and vibrant residence halls that foster both academic and athletic growth.
* - Enjoy amenities like high-speed internet, study lounges, and community kitchens tailored for student-athletes.
* - Explore Waterville, a town that supports and celebrates our Mules with local hangouts and activities.
* - Learn how our campus life balances academics, training, and social activities effectively.
* - Hear from current students about the inclusive and supportive environment at Colby.

# Social Media Topic Ideas

* - "A Day in the Life" video series featuring student-athletes at Colby.
* - Interactive Instagram stories showcasing different residence halls and student amenities.
* - Posts about Waterville highlights and why it’s a great town for college students.
* - Testimonials from current Mules about their experiences and campus life.
* - Fun facts about Colby’s history and traditions.

# Text Messaging Talking Points

* - "Hey! Have you seen the virtual tour of our residence halls yet? 🏠 Let me know what you think!"
* - "Curious about what a typical day looks like for our lacrosse players? Let’s chat!"
* - "Our campus in Waterville is pretty unique. Ever visited a college town before? 🌆"
* - "Can you see yourself studying and training here at Colby? We’d love to have you on our team!"
* - "Got any questions about living at Colby? Shoot them my way! 📲"

# For October:

\*\*Main Topic\*\*: Athletic Climate at Colby College

# Talking Points

* - Dive into our competitive and supportive lacrosse program led by experienced coaches.
* - Discover how Colby integrates athletics into the overall student experience.
* - Learn about our team values and how we foster leadership and teamwork on and off the field.
* - Get insights into our seasonal training programs and how we prepare for games.
* - Understand the support systems in place for athlete wellness and academic success.

# Social Media Topic Ideas

* - Posts showcasing intense training sessions and team-building activities.
* - Highlights of past lacrosse games and key moments that define our spirit.
* - Behind-the-scenes looks at how our athletes balance academics and sports.
* - Features on alumni who have excelled in their fields post-graduation.
* - Weekly shoutouts to standout athletes and their achievements.

# Text Messaging Talking Points

* - "Thinking about your future in lacrosse? Let’s talk about how Colby can elevate your game. 🥍"
* - "Our team is like a family. Want to know more about our culture here? Just ask!"
* - "Ever wonder how athletes manage school and sports? I’m here to spill all the secrets! 📚✨"
* - "We take pride in our Mules! Want to hear how our alums are doing now?"
* - "If you’re looking for a team that challenges you and supports you, Colby’s the place."

# For November:

\*\*Main Topic\*\*: Athletic Facilities at Colby

# Talking Points

* - Tour our state-of-the-art lacrosse field and training facilities designed with athletes in mind.
* - Learn about our recovery and wellness programs that keep our athletes in top shape.
* - Explore the technology and equipment we use to enhance training and performance.
* - Discover how our facilities are used year-round for training, regardless of weather.
* - Gain insight into the planned upgrades and how they will benefit our lacrosse program.

# Social Media Topic Ideas

* - Virtual tours of our athletic facilities highlighting top-notch equipment and spaces.
* - Time-lapse videos of facility transformations and upgrades.
* - Posts about the technology behind athlete training and performance at Colby.
* - Interviews with coaches discussing the advantages of our facilities.
* - Sneak peeks at future facility plans and what’s coming next.

# Text Messaging Talking Points

* - "Ever seen a lacrosse field that takes your breath away? Wait till you see ours! 🌟"
* - "Our training facilities are built to produce champions. Curious about the tech we use?"
* - "Health and wellness are top priorities here. Interested in our athlete care programs?"
* - "No matter the season, our facilities are game-ready. Want to learn how we do it?"
* - "Big plans are in the works for our lacrosse facilities! Excited to share more with you."

# For December:

\*\*Main Topic\*\*: Lacrosse Team Atmosphere at Colby

# Talking Points

* - Understand the close-knit community and camaraderie among our lacrosse players.
* - Hear firsthand from current players about their experiences and growth at Colby.
* - Learn about our coaching philosophy and how it drives team success and individual improvement.
* - Discover the traditions and rituals that make being a part of the Mules special.
* - Explore how team dynamics are built through off-field activities and shared experiences.

# Social Media Topic Ideas

* - "Meet the Mules" profiles featuring individual lacrosse players and their stories.
* - Video clips of pre-game rituals and celebrations that bond our team.
* - Posts about community service and engagement activities our players participate in.
* - Highlights from team outings and bonding experiences.
* - Live Q&A sessions with coaches and players to give prospects an inside look.

# Text Messaging Talking Points

* - "Want to know what makes our lacrosse team tick? Let’s dive into the Mules’ spirit together! 💪"
* - "Our players aren’t just teammates; they’re lifelong friends. Curious about their stories?"
* - "Coaching here is all about growth—on and off the field. Interested in our approach?"
* - "Mules have traditions that date back decades. Excited to be part of them?"
* - "Teamwork makes the dream work. Ready to join our family and make some memories?"