# 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?"