# **Colby College Lacrosse**

# **Jan./Feb./Mar./Apr 2024**

# **TRS Messages**

In January, the athletic atmosphere at Colby will be the focus, giving recruits an idea of what it’s like to compete and live as a student-athlete at Colby. We’ll dive into how the energy and spirit on the field can help foster personal growth and team camaraderie.

In February, the residence halls and general everyday life on campus for students and athletes will be the focus, based on your team’s feedback at Colby and others nationwide. This is an important topic for this generation of recruits, and we want to ensure you feel right at home here.

In March, the athletic facilities at Colby will be highlighted, emphasizing how our training philosophy prepares athletes to compete at the collegiate level. Discover how our state-of-the-art facilities can help you reach your full potential.

In April, we’ll focus on the lacrosse team at Colby, including insights into the team atmosphere, based on recent findings from your focus group survey. Uncover what makes our team unique and how you can fit into our dynamic.

# For January: Athletic Atmosphere at Colby

# Talking Points

* . How do you feel a positive and energetic athletic atmosphere can impact your performance on the field?
* . Have you ever been part of a team with a strong sense of community and spirit? How did it enhance your experience?
* . What kind of atmosphere do you think helps you thrive as a player and a student?
* . How important is team camaraderie and support to you in a college setting?
* . Can you share an experience where the energy of a game day significantly impacted your performance?
* . What are you looking for in terms of support from fellow players and coaches during challenging times?
* . How do you envision contributing to the athletic spirit at Colby?
* . What are your expectations for the balance between competition and fun in college athletics?

# Social Media Topic Ideas

* . Instagram: Share a behind-the-scenes video of a game day at Colby, capturing the excitement and preparation.

- Organize a team TikTok challenge to showcase your game day rituals and favorite traditions.

* . Snapchat: Create a "Day in the Life" story of a Colby student-athlete, highlighting both academic and athletic moments.

- Host a Snapchat takeover by a current player to answer live questions about life at Colby.

* . Twitter (X): Tweet about the importance of team spirit and how it influences performance, using #ColbyLacrosse.

- Organize a Twitter Q&A session with the coach discussing team dynamics and atmosphere.

* . LinkedIn: Post an article about how being part of a college team prepares you for a successful career.

- Arrange a virtual networking event where current players and alumni share their experiences.

* . Reddit: Start a thread discussing the best ways to maintain team morale during tough seasons.

- Encourage recruits to join a Reddit AMA (Ask Me Anything) with Colby players.

* . YouTube: Upload a video tour of the athletic facilities, featuring testimonials from players about the atmosphere.

- Plan a YouTube live session where recruits can chat with players and coaches.

* . Facebook: Share a photo album of memorable moments from past seasons, tagging all current players.

- Create a Facebook group for potential recruits to connect and share their expectations.

* . TikTok: Post a series of clips showing the evolution of Colby’s lacrosse team spirit over the years.

- Host a TikTok duet challenge where recruits can showcase their skills and excitement for Colby.

# Text Messaging Talking Points

* . What kind of team atmosphere are you hoping to find at Colby, and how can we help create that for you?
* . How do you think a positive team environment can influence your academic and athletic success?
* . What are some of your favorite memories from past teams, and how do you hope to recreate those here?
* . How important is it for you to have a supportive team in both highs and lows?
* . What role do you see yourself playing in fostering a strong team spirit at Colby?
* . Are there any specific traditions or rituals you hope to bring to our team?
* . How can we ensure your transition to college athletics is both smooth and exciting?
* . What are your thoughts on balancing competitiveness with camaraderie in a college sports setting?

# For February: Dorms and Campus Life

# Talking Points

* . What aspects of campus life are most important for you when choosing a college?
* . Have you thought about what kind of living arrangements you prefer, like dorms or off-campus housing?
* . How do you see yourself getting involved in campus activities outside of lacrosse?
* . What are some must-have features you look for in a college dorm?
* . How important is it for you to have a sense of community where you live on campus?
* . What are your expectations for dining options and meal plans at college?
* . How do you balance your academic and athletic commitments with your social life?
* . What do you hope to gain from the overall campus experience at Colby?

# Social Media Topic Ideas

* . Instagram: Share a photo tour of the residence halls, featuring cozy and personalized dorm room setups.

- Host a dorm decorating contest for recruits and current students on Instagram Stories.

* . Snapchat: Create a story highlighting a typical weekend on campus, showcasing different student activities.

- Invite recruits to participate in a live Snapchat quiz about campus life at Colby.

* . Twitter (X): Tweet a thread about the best study spots on campus and why they’re favorite hangouts.

- Organize a Twitter poll to find out what students love most about living on campus.

* . LinkedIn: Share a post about how living on campus fosters networking and lifelong friendships.

- Conduct a virtual panel with alumni discussing how campus life prepared them for their careers.

* . Reddit: Start a discussion about tips for making the most out of your college dorm experience.

- Encourage recruits to join a Reddit chat about transitioning from high school to college life.

* . YouTube: Upload a vlog from a day in the life of a Colby student, highlighting dorm life and campus activities.

- Plan a YouTube live Q&A with current students about their favorite campus spots.

* . Facebook: Post a gallery of campus events and activities that make Colby unique.

- Create a Facebook event for a virtual tour of campus life, inviting prospective students.

* . TikTok: Share fun TikToks of dorm hacks and creative room setups from current students.

- Host a campus scavenger hunt challenge on TikTok for recruits to learn about Colby.

# Text Messaging Talking Points

* . What are some essential features you’re looking for in your college dorm?
* . How do you feel about living on campus and being part of a tight-knit community?
* . What types of campus activities are you interested in exploring at Colby?
* . How important is it for you to have easy access to facilities like gyms, libraries, and dining halls?
* . What are your thoughts on balancing study time and socializing in a college setting?
* . How can we help make your transition to campus life as smooth as possible?
* . What are some questions you have about student life and campus culture at Colby?
* . How do you envision spending your weekends on campus?

# For March: Athletic Facilities

# Talking Points

* . What facilities do you consider essential for reaching your athletic goals?
* . How do you feel modern training equipment can impact your development as a player?
* . Are there specific environments or settings that help you perform at your best?
* . How important is having access to both indoor and outdoor practice spaces to you?
* . What role does recovery and fitness equipment play in your training routine?
* . How do you think state-of-the-art facilities can enhance your overall college experience?
* . Are there any particular facilities you are excited to check out at Colby?
* . How can we support your personal training preferences and needs with our facilities?

# Social Media Topic Ideas

* . Instagram: Post a photo series showcasing the different athletic facilities and their features.

- Host an Instagram Live tour of the training centers, inviting recruits to ask questions.

* . Snapchat: Create a story featuring a day in the life of an athlete utilizing the facilities.

- Organize a Snapchat scavenger hunt highlighting key areas of the athletic complex.

* . Twitter (X): Tweet a spotlight series on the benefits of each facility and how they aid in player development.

- Conduct a Twitter poll to find out which facility aspect recruits are most excited about.

* . LinkedIn: Share a professional post about how top-notch facilities prepare athletes for future careers.

- Plan a virtual seminar on LinkedIn with coaches discussing the role of facilities in training.

* . Reddit: Initiate a discussion about the importance of quality facilities in collegiate athletics.

- Invite recruits to join a Reddit Q&A with current players about their favorite facility features.

* . YouTube: Upload a facility tour video, including athlete testimonials on how they benefit from the amenities.

- Host a YouTube live walkthrough of the training areas with coaches and players.

* . Facebook: Share an album of action shots taken in various athletic facilities.

- Create a Facebook event for a virtual open house, focusing on the athletic complex.

* . TikTok: Post dynamic TikTok videos of players using different training equipment.

- Challenge recruits to a TikTok workout competition using simulated Colby facilities.

# Text Messaging Talking Points

* . Which facility features are most important to you