# Hamilton College Basketball

# 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 Hamilton - 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 Hamilton 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 Hamilton campus community as an athlete and a student.
* In November, you’ll be focusing on the athletic facilities at Hamilton. 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 basketball team at Hamilton 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\*\*: Life at Hamilton College

# Talking Points

* What are the residence halls like at Hamilton?
* How do students balance academics and athletics?
* What’s a typical day like for a student-athlete?
* How does the campus community support athletes?
* What are some fun activities to do in Clinton?
* How do athletes engage with the broader student body?
* What’s the dining experience like on campus?
* How does Hamilton support student wellness?

# Social Media Topic Ideas

* A day in the life of a Hamilton student-athlete.
* Tour of the residence halls.
* Student-athlete testimonials about campus life.
* Highlighting favorite spots in Clinton.
* Behind-the-scenes look at team bonding activities.
* Dining hall favorites and healthy eating tips.
* Campus events and how athletes participate.
* Wellness resources available to students.

# Text Messaging Talking Points

* What’s your favorite thing about your current school?
* How important is campus life to you when choosing a college?
* Do you have any questions about living in Clinton?
* What’s one thing you’re looking forward to in college?
* How do you balance school and sports right now?
* What’s your favorite way to relax after a game?
* Are you interested in any clubs or activities outside of basketball?
* How do you stay connected with friends and family?

# For October:

\*\*Main Topic\*\*: Athletic Climate at Hamilton

# Talking Points

* What’s the team culture like at Hamilton?
* How do coaches support player development?
* What’s the competition level in your conference?
* How does the team prepare for games?
* What’s the role of leadership on the team?
* How do players balance academics and athletics?
* What’s the travel schedule like for away games?
* How does the team engage with the community?

# Social Media Topic Ideas

* Player spotlights and interviews.
* Behind-the-scenes of game day preparations.
* Coach’s corner: insights into training and development.
* Highlights from recent games.
* Team bonding activities and events.
* Community service projects by the team.
* Leadership roles and responsibilities on the team.
* Academic achievements of athletes.

# Text Messaging Talking Points

* What’s your favorite part of being on a team?
* How do you handle pressure during games?
* What’s your biggest goal for your basketball career?
* How do you stay motivated during the season?
* What’s your favorite pre-game ritual?
* How do you support your teammates on and off the court?
* What’s one thing you’re looking to improve in your game?
* How do you balance schoolwork with basketball?

# For November:

\*\*Main Topic\*\*: Athletic Facilities and Training Philosophy

# Talking Points

* What facilities are available for basketball players?
* How does the training program support player development?
* What’s the strength and conditioning program like?
* How do players use technology to improve their game?
* What’s the recovery process like after games?
* How do coaches tailor training to individual needs?
* What’s the role of nutrition in the training program?
* How do players track their progress?

# Social Media Topic Ideas

* Virtual tour of the athletic facilities.
* Training tips from the coaching staff.
* Player testimonials on training and development.
* Highlighting new technology used in training.
* Nutrition tips for athletes.
* Recovery routines and techniques.
* Strength and conditioning sessions.
* Progress tracking and goal setting.

# Text Messaging Talking Points

* What’s your favorite workout routine?
* How do you stay in shape during the off-season?
* What’s one area of your game you’re focusing on improving?
* How important is nutrition to your training?
* What’s your favorite way to recover after a tough game?
* How do you use technology to enhance your training?
* What’s your biggest fitness goal right now?
* How do you track your progress in basketball?

# For December:

\*\*Main Topic\*\*: Team Atmosphere and Culture

# Talking Points

* What’s the team dynamic like at Hamilton?
* How do players support each other on and off the court?
* What’s the role of team leaders?
* How does the team celebrate successes?
* What’s the approach to handling challenges?
* How do new players integrate into the team?
* What’s the importance of communication on the team?
* How does the team give back to the community?

# Social Media Topic Ideas

* Team bonding activities and events.
* Player testimonials on team culture.
* Celebrating team achievements and milestones.
* Leadership roles and responsibilities.
* Community service projects by the team.
* Behind-the-scenes of team meetings and strategy sessions.
* Highlighting team traditions and rituals.
* Communication tips for effective teamwork.

# Text Messaging Talking Points

* What’s your favorite team memory?
* How do you build chemistry with your teammates?
* What’s the most important quality in a team leader?
* How do you handle conflicts on the team?
* What’s your favorite way to celebrate a win?
* How do you support new players on the team?
* What’s one thing you love about your current team?
* How do you contribute to a positive team atmosphere?
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This message is designed to engage high school prospects and provide them with a comprehensive understanding of what it’s like to be a part of Hamilton College's basketball program.