# **Hamilton College Basketball**

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

# **TRS Messages**

To create a detailed recruiting message for Hamilton College's basketball team, I'll follow the structure and guidelines provided. Here's a draft of the recruiting message:

In January: The residence halls and general everyday life on campus for students and athletes will be the focus, based on your team’s feedback at Hamilton and others nationwide. This is an important topic for this generation of recruits.

In February: The athletic atmosphere at Hamilton will be the focus, giving recruits an idea of what it’s like to compete and live as a student-athlete at Hamilton.

In March: The athletic facilities at Hamilton will be highlighted, emphasizing how your training philosophy prepares athletes to compete at the collegiate level.

In April: We’ll focus on the basketball team at Hamilton, including insights into the team atmosphere, based on recent findings from your focus group survey.

# For January: Main Topic - Dorms and Campus Life

# Talking Points

* . What are you looking for in a college dorm experience, and how important is having a close-knit community to you?
* . How do you balance academics and athletics in your current school life, and what would you expect at Hamilton?
* . Can you imagine yourself living in a place like Clinton, and what aspects of small-town life appeal to you?
* . How important is it for you to have access to campus resources like libraries, study spaces, or recreational facilities?
* . What kind of campus events or activities are you most interested in participating in?
* . How do you see yourself contributing to the campus community at Hamilton?
* . Are there any specific features or amenities you hope to find in your college dorm?
* . How do you plan to make the most out of your college experience, both academically and socially?

# Social Media Topic Ideas

* . \*\*Instagram\*\*: Share a day in the life of a Hamilton student-athlete. Highlight dorm life and campus activities.
* . \*\*Snapchat\*\*: Create a story featuring a dorm tour, showing the cozy living spaces and common areas.
* . \*\*Twitter (X)\*\*: Tweet about the benefits of small-town living in Clinton and how it fosters a strong community feel.
* . \*\*LinkedIn\*\*: Post about the balance between academics and athletics at Hamilton and how it prepares students for the future.
* . \*\*Reddit\*\*: Start a discussion thread about tips for adjusting to college life and making new friends on campus.
* . \*\*YouTube\*\*: Film a vlog about a typical week on campus, including classes, practices, and social events.
* . \*\*Facebook\*\*: Share student testimonials about life at Hamilton and the supportive campus environment.
* . \*\*Organize a Campus Tour Day\*\*: Invite prospective students to visit Hamilton and experience campus life firsthand.

# Text Messaging Talking Points

* . What are some must-have features you're looking for in a college dorm?
* . How do you envision balancing your basketball commitments with academics at Hamilton?
* . What excites you most about potentially living in Clinton?
* . Are there any specific clubs or activities you're hoping to join in college?
* . How do you see yourself fitting into the Hamilton community?
* . What's one thing you'd love to know more about regarding Hamilton's campus life?
* . How important is it for you to have access to recreational facilities on campus?
* . What kind of support do you expect from college staff and faculty during your transition to campus life?

# For February: Main Topic - Athletic Atmosphere at the School

# Talking Points

* . What kind of team culture are you looking for in a college basketball program?
* . How important is the support of fellow students and fans during games for you?
* . What are you hoping to achieve as a student-athlete at Hamilton?
* . How do you think playing in a competitive collegiate environment will push you to grow?
* . How do you manage pressure during intense games, and what kind of support do you expect from your coaches?
* . What aspects of a basketball program do you think contribute to a positive athletic atmosphere?
* . How do you plan to balance the competitive nature of college sports with maintaining a healthy lifestyle?
* . What does being a team player mean to you, and how do you plan to contribute to Hamilton's basketball team?

# Social Media Topic Ideas

* . \*\*Instagram\*\*: Post photos from a recent basketball game, showcasing the team spirit and crowd support.
* . \*\*Snapchat\*\*: Share behind-the-scenes clips of practice sessions and team bonding activities.
* . \*\*Twitter (X)\*\*: Tweet about the importance of sportsmanship and how it shapes the Hamilton basketball experience.
* . \*\*LinkedIn\*\*: Highlight how being a student-athlete at Hamilton develops leadership and teamwork skills.
* . \*\*Reddit\*\*: Create a thread discussing the role of athletics in fostering community at Hamilton.
* . \*\*YouTube\*\*: Upload a video interview with a current player sharing their experience on the team.
* . \*\*Facebook\*\*: Post about upcoming games and encourage campus-wide support for the basketball team.
* . \*\*Organize a Pep Rally\*\*: Plan a rally before a big game to boost team morale and engage the student body.

# Text Messaging Talking Points

* . What are you most excited about in joining a college basketball team?
* . How do you handle competitive environments, and what helps you stay focused?
* . What kind of team atmosphere do you thrive in?
* . How do you see yourself contributing to the spirit and success of Hamilton's basketball team?
* . What role do you believe fans play in creating an energetic game-day atmosphere?
* . How do you plan to balance academics and athletics in a way that ensures success in both areas?
* . How have your past experiences prepared you for college-level competition?
* . What does being part of a basketball team mean to you, beyond just playing the game?

# For March: Main Topic - Athletic Facilities

# Talking Points

* . How important are state-of-the-art facilities in your decision-making process for choosing a college?
* . What specific training resources are you looking for to enhance your basketball skills?
* . How do you see Hamilton's facilities supporting your development as a player?
* . What role does access to top-notch athletic facilities play in injury prevention and recovery for you?
* . How do you envision utilizing the basketball facilities to maximize your training sessions?
* . What features of an athletic facility do you find most beneficial for team practices and individual workouts?
* . How do you think having access to quality facilities can impact your overall college experience?
* . What innovations in sports facilities are you most excited to see at Hamilton?

# Social Media Topic Ideas

* . \*\*Instagram\*\*: Share a photo tour of Hamilton's basketball facilities, highlighting key features.
* . \*\*Snapchat\*\*: Create a story showcasing a typical day of practice in the gym.
* . \*\*Twitter (X)\*\*: Tweet about the importance of having the right environment for training and development.
* . \*\*LinkedIn\*\*: Discuss how Hamilton's facilities prepare athletes for success beyond college.
* . \*\*Reddit\*\*: Start a conversation about what makes a sports facility outstanding for athletes.
* . \*\*YouTube\*\*: Film a walkthrough video of the basketball facilities, including player testimonials.
* . \*\*Facebook\*\*: Post about recent upgrades or innovations in the athletic facilities at Hamilton.
* . \*\*Host a Training Workshop\*\*: Invite prospective students to experience a training session in the basketball facilities.

# Text Messaging Talking Points

* . What are the key features you look for in a basketball facility?
* . How do quality facilities impact your training and performance?
* . What role does facility access play in your decision to choose a college?
* . How do you plan to take advantage of Hamilton's basketball facilities to enhance your game?
* . What innovations in sports facilities are you most excited about?
* . How do facilities contribute to team bonding and effective practice sessions?
* . How important is it for you to have access to recovery and rehabilitation resources?
* . What expectations do you have for the facilities where you'll spend much of your training time?

# For April: Main Topic - Our Team

# Talking Points

* . What qualities do you look for in a team that makes it feel like a second family?
* . How do you define a successful basketball team, both on and off the court?
* . How do you envision contributing to the team culture at Hamilton?
* . What are your personal goals for your basketball career at college?
* . How important is it for you to have a supportive and inclusive team environment?
* . How do you plan to build strong relationships with your teammates?
* . What strategies do you use to maintain team morale during challenging times?
* . How do you hope to grow as a player and a person through your college basketball experience?

# Social Media Topic Ideas

* . \*\*Instagram\*\*: Feature a series of posts introducing current team members and sharing their stories.
* . \*\*Snapchat\*\*: Share clips of team bonding activities and off-the-court moments.
* . \*\*Twitter (X)\*\*: Tweet about the importance of teamwork and unity in achieving success.
* . \*\*LinkedIn\*\*: Highlight how being part of Hamilton's team prepares players for leadership roles.
* . \*\*Reddit\*\*: Create a discussion on what makes a basketball team feel like family.
* . \*\*YouTube\*\*: Upload a documentary-style