# Hamilton College Basketball

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

# TRS Messages

### \*\*September 2024\*\*

# Talking Points

* - Explore the modern and comfortable residence halls at Hamilton where you'll balance life as a student and an athlete.
* - Discuss the vibrant campus life at Hamilton, with a focus on how our athletes integrate into the broader student community.
* - Highlight the support systems in place for first-year students, from academic advising to personal wellness.
* - Talk about the typical day of a Hamilton student-athlete, showcasing the balance between academics and athletics.
* - Mention the various dining options and social spaces where students can unwind and connect.

# Social Media Topic Ideas

* - Video tours of different residence halls with current students sharing their experiences.
* - Day-in-the-life posts from a basketball player, focusing on both academic and athletic commitments.
* - Interactive polls about favorite campus hangouts or study spots.
* - Posts featuring testimonials from students about the transition to college life.
* - Live Q&A sessions with the Residence Life team to answer questions from prospective students.

# Text Messaging Talking Points

* - “Ever wondered where you’ll hang out or sleep at Hamilton? Let’s talk about our awesome residence halls and student life!”
* - “Balancing books and basketball is crucial. Want to know how our players manage it? Just ask!”
* - “Got questions about living at Hamilton? Shoot them my way and get the real scoop from someone who knows!”

### \*\*October 2024\*\*

# Talking Points

* - Showcase the competitive spirit and success stories of the Hamilton basketball team.
* - Discuss the dual role of being a student and an athlete at Hamilton, emphasizing academic support for athletes.
* - Highlight the sense of community and belonging within the athletic teams and how this enhances the college experience.
* - Share insights into the coaching philosophy and how it prepares players for success both on and off the court.
* - Celebrate recent team achievements and accolades to illustrate the level of competition and camaraderie.

# Social Media Topic Ideas

* - Behind-the-scenes looks at basketball practices and games, highlighting intense moments and teamwork.
* - Features on players who excel academically, showing the well-rounded nature of our athletes.
* - Posts about the history of the basketball program and its growth over the years.
* - Clips from recent games with standout plays, showcasing the skill level and team effort.
* - Interviews with coaches discussing their vision and approach to building successful players and teams.

# Text Messaging Talking Points

* - “Thinking about your future in basketball? Let’s dive into what makes Hamilton’s team stand out from the rest.”
* - “Our players are more than just athletes—they’re scholars too! Curious about how they do it all? Let’s chat.”
* - “Want a sneak peek at our basketball culture? I can share what makes our team feel like family.”

### \*\*November 2024\*\*

# Talking Points

* - Introduce the state-of-the-art athletic facilities available to Hamilton basketball players.
* - Discuss the personalized training programs that cater to the needs of each athlete.
* - Explain the focus on injury prevention and health, ensuring players are game-ready throughout the season.
* - Highlight the accessibility of facilities for extra practice and personal development.
* - Share stories of players who have improved significantly through our training programs.

# Social Media Topic Ideas

* - Tours of the athletic facilities, highlighting areas specific to basketball training.
* - Testimonials from players about how the training philosophy at Hamilton has helped their game.
* - Posts detailing a day of training, including both physical and tactical sessions.
* - Before-and-after videos of player development over a season.
* - Educational posts about the importance of health and wellness in athletics.

# Text Messaging Talking Points

* - “Curious about where you’ll train and grow as a player? Let me show you our top-notch facilities!”
* - “Our training program is tailored to make you the best you can be. Interested in how it works?”
* - “Health and peak performance go hand-in-hand. Want tips on staying game-ready?”

### \*\*December 2024\*\*

# Talking Points

* - Dive into the team dynamics and what makes the Hamilton basketball team a close-knit group.
* - Share insights from current players on the team culture and their personal experiences.
* - Discuss the role of team traditions and rituals in building a strong community.
* - Highlight the leadership opportunities available to players within the team structure.
* - Explore how being part of the basketball team enhances personal and professional growth.

# Social Media Topic Ideas

* - Video interviews with players talking about their experiences and growth within the team.
* - Posts about team events or traditions that showcase the team’s camaraderie.
* - Highlights from team-building activities and their impact on performance.
* - Stories from alumni about how the team experience has influenced their careers.
* - Live sessions with the coach discussing team values and the importance of culture.

# Text Messaging Talking Points

* - “Ever wonder what it’s like to be part of the Hamilton basketball family? Let’s talk about our team culture.”
* - “Our team is all about growth—on and off the court. Curious about the opportunities?”
* - “Team traditions are huge here. Want to hear some cool stories about our unique team rituals?”