# Maine Maritime Academy Volleyball

# 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 MMA - 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 Maine Maritime Academy. 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 MMA campus community as an athlete and a student.
* In November, you’ll be focusing on the athletic facilities at MMA. 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 volleyball team at MMA 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 Maine Maritime Academy

# Talking Points

* What are the residence halls like at MMA?
* How do students balance academics and athletics?
* What’s a typical day like for a student-athlete here?
* How does living in Castine enhance your college experience?
* What support systems are in place for new students?
* How do students spend their free time on campus?
* What’s the dining experience like at MMA?
* How does the campus community support student-athletes?

# Social Media Topic Ideas

* A day in the life of an MMA student-athlete.
* Tour of the residence halls.
* Student-athlete testimonials about campus life.
* Highlighting favorite spots in Castine.
* Dining hall features and favorite meals.
* Balancing academics and athletics: Tips from current students.
* Campus events and activities.
* Behind-the-scenes look at student support services.

# Text Messaging Talking Points

* What’s the best part about living on campus?
* How do you manage your time between classes and volleyball?
* What’s your favorite thing to do in Castine?
* How do you find the food on campus?
* What’s the vibe like in the residence halls?
* How do you stay connected with friends and family?
* What’s one thing you wish you knew before coming to MMA?
* How do you unwind after a busy day?

# For October:

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

# Talking Points

* What’s the team culture like for MMA volleyball?
* How do athletes support each other on and off the court?
* What’s the coaching philosophy at MMA?
* How does the athletic department support student-athletes?
* What’s the competition level like in your conference?
* How do you balance training with academics?
* What’s the most exciting part of being an MMA athlete?
* How do you prepare for a big game?

# Social Media Topic Ideas

* Meet the MMA volleyball team.
* Coach’s corner: Insights into our training philosophy.
* Game day rituals and traditions.
* Athlete spotlights: Stories from the team.
* Behind-the-scenes of a practice session.
* Highlights from recent games.
* Team bonding activities.
* How we stay motivated during the season.

# Text Messaging Talking Points

* How would you describe the team’s culture?
* What’s your favorite part about being on the volleyball team?
* How do you stay motivated during the season?
* What’s a typical practice like?
* How do you handle the pressure of competition?
* What’s the best advice you’ve received from your coach?
* How do you support your teammates?
* What’s your favorite team tradition?

# For November:

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

# Talking Points

* What facilities are available for volleyball training at MMA?
* How does the training program prepare athletes for competition?
* What’s the strength and conditioning program like?
* How do the facilities enhance your training experience?
* What’s the recovery process like after games?
* How do you track your progress throughout the season?
* What’s the role of technology in your training?
* How do you stay in peak condition during the off-season?

# Social Media Topic Ideas

* Virtual tour of the athletic facilities.
* Inside look at a training session.
* Athlete testimonials on training programs.
* Highlighting the strength and conditioning team.
* Recovery tips and techniques.
* How technology is used in training.
* Off-season training routines.
* Facility upgrades and new equipment.

# Text Messaging Talking Points

* What’s your favorite facility to train in?
* How does the training program help you improve?
* What’s a typical strength and conditioning session like?
* How do you recover after a tough game?
* How do you track your progress?
* What role does technology play in your training?
* How do you stay fit during the off-season?
* What’s the best part about the athletic facilities at MMA?

# For December:

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

# Talking Points

* How would you describe the team atmosphere at MMA volleyball?
* What makes the Mariners unique?
* How do you build team chemistry?
* What’s the most memorable game you’ve played?
* How do you celebrate victories as a team?
* What’s the biggest challenge you’ve faced as a team?
* How do you support each other during tough times?
* What’s your favorite team bonding activity?

# Social Media Topic Ideas

* Team bonding activities and events.
* Player spotlights: Get to know the Mariners.
* Highlights from memorable games.
* Celebrating team victories.
* Overcoming challenges together.
* Building team chemistry: Tips and tricks.
* What makes the Mariners special?
* Behind-the-scenes of team traditions.

# Text Messaging Talking Points

* How would you describe the team’s atmosphere?
* What’s your favorite memory with the team?
* How do you build chemistry with your teammates?
* What’s the most challenging game you’ve played?
* How do you celebrate wins?
* How do you handle losses as a team?
* What’s your favorite team tradition?
* How do you support your teammates off the court?
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This message is designed to engage prospective student-athletes and provide them with a comprehensive understanding of what it’s like to be part of the Maine Maritime Academy volleyball program.