# **Maine Maritime Academy Volleyball**

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

# **TRS Messages**

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 MMA and others nationwide. This is an important topic for this generation of recruits.

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

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

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

# For January: Dorms and Campus Life

# Talking Points

* . What kind of living environment are you looking for in a college?
* . How important is having a roommate or having your own space?
* . What are some must-have amenities you’d like in your dorm?
* . How do you think living on campus will shape your first year at college?
* . Are you excited about participating in campus events and activities?
* . How do you plan to balance your academic and social life on campus?
* . What kind of support system do you think you'll need while living away from home?
* . How do you envision your day-to-day life at MMA?

# Social Media Topic Ideas

* . Instagram: Share a day-in-the-life reel of a student at MMA.

- Organize a dorm room decoration contest to encourage creativity among students.

* . Snapchat: Create a story featuring the coolest campus spots.

- Host a scavenger hunt for freshmen to explore campus landmarks.

* . Twitter (X): Post a thread about dorm life hacks for new students.

- Organize a virtual dorm tour for prospective students.

* . LinkedIn: Highlight the benefits of living on-campus in a professional post.

- Arrange a meet-and-greet for students to network with alumni.

* . Reddit: Start a discussion on the best and worst parts of dorm life.

- Host a Q&A session with current students to answer any dorm questions.

* . YouTube: Upload a vlog detailing a week in the life of a MMA student.

- Create a video challenge where students showcase their dorm setups.

* . Facebook: Share testimonials from students about their dorm experiences.

- Host a live chat with students discussing campus life.

* . Instagram: Share tips on balancing social and academic life.

- Plan a campus picnic where students can relax and meet new friends.

# Text Messaging Talking Points

* . What's the most exciting part about living on campus for you?
* . How do you feel about sharing a space with a roommate?
* . What are your thoughts on participating in campus events?
* . What's the one thing you can't live without in your dorm room?
* . How do you plan to make your dorm feel like home?
* . Are you interested in joining any student clubs or organizations?
* . How do you think living on campus will help you grow personally?
* . What's your favorite way to relax after a long day of classes and practice?

# For February: Athletic Atmosphere

# Talking Points

* . What’s your ideal game-day atmosphere?
* . How important is team spirit to you?
* . What do you expect from your teammates in terms of support and collaboration?
* . How do you handle the pressure of a big game?
* . What traditions or rituals pump you up before a match?
* . How do you see yourself contributing to the team’s dynamic?
* . What role do you think fans play in creating an exciting game environment?
* . How important is it for you to feel like part of a tight-knit team?

# Social Media Topic Ideas

* . Instagram: Share behind-the-scenes photos of game day prep.

- Plan a pep rally to boost team spirit before a big game.

* . Snapchat: Create a filter for the upcoming volleyball match.

- Host a "meet the team" event where players share fun facts.

* . Twitter (X): Post live updates and scores during games.

- Organize a watch party for away games.

* . LinkedIn: Discuss the teamwork skills gained from being an athlete.

- Arrange a workshop on leadership and collaboration.

* . Reddit: Start a thread on what makes a great team atmosphere.

- Host an AMA with coaches and senior players.

* . YouTube: Upload highlights of the season’s best moments.

- Create a challenge where fans reenact memorable plays.

* . Facebook: Share motivational speeches from coaches and captains.

- Host a live stream of a practice session with commentary.

* . Instagram: Post a story about the history of MMA’s volleyball team.

- Plan a team-building retreat to strengthen bonds.

# Text Messaging Talking Points

* . What's your favorite part about being on a team?
* . How do you get hyped up for a game?
* . What’s your go-to pump-up song before hitting the court?
* . How do you stay focused and motivated during tough matches?
* . What’s the best advice a coach has ever given you?
* . How do you encourage your teammates when the game isn’t going well?
* . What's one tradition or ritual you hope to continue at MMA?
* . How important is it for you to have a supportive fan base?

# For March: Athletic Facilities

# Talking Points

* . What do you look for in a training facility?
* . How important is having access to top-notch equipment?
* . How does facility availability affect your practice and training schedule?
* . What’s one facility feature that would really enhance your training?
* . How do you feel about having dedicated trainers and support staff?
* . How important is it for you to have a space where you can study and train?
* . What role do facilities play in your recovery and injury prevention?
* . How do you think MMA’s facilities will help you grow as a player?

# Social Media Topic Ideas

* . Instagram: Share a virtual tour of MMA’s training facilities.

- Organize a facility open house day for prospective students.

* . Snapchat: Feature a day with the athletic trainers.

- Plan a workshop on injury prevention and recovery.

* . Twitter (X): Tweet about the latest upgrades to the training facilities.

- Host a Q&A session with the facilities manager.

* . LinkedIn: Highlight the professional training environment at MMA.

- Arrange a seminar on balancing academics and athletics.

* . Reddit: Start a discussion on the importance of good training facilities.

- Host a panel with alumni discussing facility improvements over time.

* . YouTube: Upload a documentary-style video on the evolution of MMA’s facilities.

- Create a video series showcasing different training sessions.

* . Facebook: Share testimonials from athletes about their favorite facilities.

- Host a live walkthrough of the facilities with coaches and players.

* . Instagram: Post stories about the daily routines in the training facilities.

- Plan a fitness challenge using the available equipment.

# Text Messaging Talking Points

* . What’s one piece of equipment you can’t train without?
* . How important is it for you to have a dedicated recovery area?
* . What’s your favorite way to unwind after training?
* . How do you think MMA’s facilities can support your athletic goals?
* . What’s your ideal practice environment?
* . How do you like to break up your training routine?
* . What’s one facility feature that would make your training more efficient?
* . How do you think having great facilities impacts a team’s success?

# For April: Our Team

# Talking Points

* . What qualities do you look for in teammates?
* . How do you define a successful team?
* . What’s your approach to resolving conflicts within a team?
* . How do you contribute to a positive team environment?
* . What’s your favorite team bonding activity?
* . How do you support teammates both on and off the court?
* . What’s one lesson you’ve learned from being part of a team?
* . How do you see yourself fitting into MMA’s volleyball team?

# Social Media Topic Ideas

* . Instagram: Share team photo highlights from the season.

- Organize a team-building event and capture candid moments.

* . Snapchat: Feature a day in the life of a team captain.

- Host a “team story” day where players share their perspectives.

* . Twitter (X): Tweet shoutouts to team members for their achievements.

- Organize a “captain for a day” event where players take on leadership roles.

* . LinkedIn: Discuss the importance of teamwork in professional settings.

- Arrange a mentor program connecting new and senior players.

* . Reddit: Start a thread on what makes a team truly great.

- Host a roundtable discussion with team leaders and coaches.

* . YouTube: Upload a behind-the-scenes video of team practices.

- Create a challenge where teams compete in fun, non-sport activities.

* . Facebook: Share inspirational stories of team triumphs.

- Host a live session where teams discuss their goals and dreams.

* . Instagram: Post stories about team traditions and rituals.

- Plan a themed photo day where the team showcases their personality.

# Text Messaging Talking Points

* . What’s your favorite memory with a sports team?
* . How do you handle disagreements with teammates?
* . What’s your go-to team-building activity?
* . How do you like to celebrate team wins?
* . How do you support a teammate who’s struggling?
* . What’s one thing you hope to learn from your new