# 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:

# Talking Points (6-8 bullet points in question form)

* What are the residence halls like at Maine Maritime Academy?
* How do students balance academics and athletics at MMA?
* What’s a typical day like for a student-athlete here?
* How does living in Castine enhance your college experience?
* What kind of support services are available for students?
* How do athletes at MMA stay connected with the broader campus community?
* What’s the dining experience like on campus?

# Social Media Topic Ideas (7-8 bullet points)

* 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 for students

# Text Messaging Talking Points (6-8 bullet points in question form)

* Have you seen our residence halls yet?
* What do you think about living in Castine?
* How do you balance school and sports right now?
* Are you curious about what a day at MMA looks like?
* What’s your favorite part of campus life?
* How important is campus dining to you?

# For October:

# Talking Points (6-8 bullet points in question form)

* What’s the athletic culture like at MMA?
* How do our volleyball players support each other on and off the court?
* What’s the coaching philosophy for our volleyball team?
* How does being part of the MMA community benefit athletes?
* What are the expectations for student-athletes at MMA?
* How do athletes at MMA engage with the local community?
* What’s the team dynamic like on the volleyball team?

# Social Media Topic Ideas (7-8 bullet points)

* Meet the MMA volleyball coaching staff
* Behind-the-scenes look at volleyball practice
* Athlete spotlights: Stories from our players
* Team bonding activities and events
* Community service projects by MMA athletes
* Game day traditions and rituals
* Highlights from recent volleyball games

# Text Messaging Talking Points (6-8 bullet points in question form)

* What do you want to know about our volleyball team?
* How do you feel about our coaching style?
* What’s your favorite part of being on a team?
* How do you support your teammates?
* Are you interested in our community service projects?
* What’s your game day routine like?

# For November:

# Talking Points (6-8 bullet points in question form)

* What are the athletic facilities like at MMA?
* How do our facilities help you improve your game?
* What’s the training regimen for our volleyball team?
* How do we incorporate technology into training?
* What’s your favorite type of workout?
* How do our facilities compare to others you’ve seen?
* What’s the recovery process like for athletes at MMA?

# Social Media Topic Ideas (7-8 bullet points)

* Virtual tour of MMA’s athletic facilities
* Training tips from our volleyball coaches
* Athlete testimonials on training and facilities
* Highlighting new equipment and technology
* Strength and conditioning sessions
* Recovery and wellness tips for athletes
* Facility upgrades and future plans

# Text Messaging Talking Points (6-8 bullet points in question form)

* Have you checked out our athletic facilities?
* What’s your favorite way to train?
* How do you use technology in your training?
* What do you think of our training philosophy?
* How important are facilities to you?
* What’s your go-to recovery method?

# For December:

# Talking Points (6-8 bullet points in question form)

* What’s the team atmosphere like on the MMA volleyball team?
* How do players support each other during the season?
* What’s the most exciting part of being on the team?
* How do you handle competition and pressure?
* What’s your favorite team tradition?
* How do you stay motivated throughout the season?
* What’s the best part of being a Mariner?

# Social Media Topic Ideas (7-8 bullet points)

* Team traditions and rituals
* Player interviews: Why they love being a Mariner
* Highlights from the season
* Team-building activities and events
* Celebrating team successes and milestones
* Behind-the-scenes on game day
* Player spotlights: Meet the team

# Text Messaging Talking Points (6-8 bullet points in question form)

* What do you love most about being on a team?
* How do you handle pressure during games?
* What’s your favorite team tradition?
* How do you stay motivated?
* What’s the best part of being a Mariner?
* How do you support your teammates during the season?