# Harvard University Cross Country and Track & Field

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

# TRS Messages

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

# Focus: Residence halls and general everyday life on campus for both students and athletes

# Talking Points:

* - Explore the variety of residence halls at Harvard, each with its unique community and traditions.
* - Discuss the balance between academics and athletics, highlighting how Harvard supports both.
* - Share day-in-the-life stories from current athletes to give a real sense of student life in Cambridge.
* - Highlight the amenities and support systems available to students in the residence halls.
* - Talk about the social and extracurricular opportunities that enrich the Harvard experience.

# Social Media Topic Ideas:

* - Video tours of different residence halls with testimonials from athletes.
* - A day with a Harvard athlete: Instagram takeover showing daily routines.
* - Posts about unique Harvard traditions and events within the residence halls.
* - Interactive Q&A about life at Harvard on Instagram Stories.
* - Feature on how athletes decorate and personalize their dorm spaces.

# Text Messaging Talking Points:

* - "Ever wondered what living at Harvard is like? 🏠 Let's dive into the residence life here at Harvard!"
* - "Balancing books and races can be tough, but at Harvard, we’ve got your back! 📚👟"
* - "Curious about where you’ll hang your hat (and your running shoes) at Harvard? Let’s chat about our dorms!"
* - "Think Harvard is all study, no play? Think again! Let’s talk about the fun side of being a Crimson athlete. 🎉"
* - "Got questions about life as a Harvard athlete? Shoot them my way! 📲"
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### \*\*October 2024\*\*

# Focus: Overall athletic climate at Harvard, showcasing what it’s like to compete and be part of the campus community as both an athlete and a student

# Talking Points:

* - Describe the competitive yet supportive environment of Harvard athletics.
* - Highlight the integration of athletes into the wider campus community.
* - Discuss the opportunities for personal growth and leadership as a Harvard athlete.
* - Share success stories of Harvard alumni who have excelled in athletics and their careers.
* - Emphasize the global connections and networking opportunities available through sports at Harvard.

# Social Media Topic Ideas:

* - Posts featuring interviews with current athletes about their experiences.
* - Highlights from recent competitions, showcasing team spirit and achievements.
* - Stories of Harvard athlete alumni and where they are now.
* - Posts about team-building activities and community involvement.
* - Live videos from training sessions, showing the preparation and hard work.

# Text Messaging Talking Points:

* - "Thinking about your future in athletics and academics? Let’s talk about what it means to be a Crimson athlete. 🌟"
* - "Harvard athletes are more than just competitors; they’re community leaders. Want to know how? 🤔"
* - "Our Crimson athletes are making waves both on the track and in the world. Let’s explore their journeys. 🌎"
* - "Ever seen a Harvard training session? It’s where the magic happens! Want an inside look? 🏋️‍♂️"
* - "Joining Harvard means joining a legacy of excellence. Ready to be part of something big? 🏆"
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### \*\*November 2024\*\*

# Focus: Athletic facilities and training philosophy at Harvard, demonstrating how recruits will be prepared for college-level competition

# Talking Points:

* - Tour of the state-of-the-art athletic facilities specific to cross country and track & field.
* - Insight into the training philosophies that make Harvard athletes competitive at the national level.
* - Discussion on the support services available to athletes, including nutrition, psychology, and injury prevention.
* - Highlight the personalized coaching and mentorship available to Harvard athletes.
* - Explain how Harvard prepares athletes for life after college, focusing on career and personal development.

# Social Media Topic Ideas:

* - Detailed posts and videos showcasing Harvard’s athletic facilities.
* - Features on unique training methods or philosophies used by Harvard coaches.
* - Testimonials from athletes about how Harvard’s support services have helped them.
* - Behind-the-scenes looks at a day of training for Harvard athletes.
* - Alumni talks about how Harvard athletics prepared them for their careers.

# Text Messaging Talking Points:

* - "Want a sneak peek at where you’ll be training at Harvard? Let’s set up a virtual tour! 🎥"
* - "Harvard’s training philosophy is all about creating champions—in sports and life. Curious how? 🏆"
* - "Our coaches at Harvard are more than just trainers; they’re mentors. Interested in meeting them? 👋"
* - "From nutrition to psychology, Harvard supports its athletes all the way. Let’s dive into how!"
* - "Thinking about life after college? Let’s talk about how Harvard sets you up for success. 🚀"
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### \*\*December 2024\*\*

# Focus: Cross country and track & field team atmosphere at Harvard, incorporating insights from the focus group survey to explore team dynamics

# Talking Points:

* - Share insights from the team focus group survey on what makes the team atmosphere unique at Harvard.
* - Discuss the roles of teamwork and individual effort in achieving personal and team goals.
* - Highlight the inclusive and diverse nature of the team, celebrating different backgrounds and experiences.
* - Share stories of team traditions, events, and how they build camaraderie.
* - Emphasize the lifelong friendships formed through the Harvard cross country and track & field teams.

# Social Media Topic Ideas:

* - Posts featuring quotes and insights from team members about the team dynamics.
* - Highlights from team outings, bonding activities, and traditions.
* - Features on the diversity of the team and how it strengthens performance.
* - Videos of team cheers, chants, or motivational speeches.
* - Throwback posts celebrating past team successes and memorable moments.

# Text Messaging Talking Points:

* - "Ever wonder what sets the Harvard track team apart? Let’s talk team dynamics! 🏃‍♂️🏃‍♀️"
* - "At Harvard, every runner’s voice matters. Curious about our team culture? 🗣️"
* - "Teamwork makes the dream work, especially here at Harvard. Want to hear some epic team stories? 🌟"
* - "Our team is a melting pot of talents and backgrounds. Excited to learn more? 🌍"
* - "Harvard track traditions are legendary. Ready to be part of them? 🎉"

These tailored messages are designed to engage and excite prospective student-athletes about the opportunities at Harvard University, making them feel welcomed and informed about what awaits them as part of the Crimson family.