# 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\*\*: Residence Halls and Everyday Life on Campus

# Talking Points

- Experience life in Castine, a picturesque town that offers a tight-knit community atmosphere.

- Explore our modern residence halls, designed specifically with student-athletes in mind.

- Enjoy a variety of on-campus dining options that cater to all dietary needs and preferences.

- Participate in regular student events that make campus life vibrant and engaging.

- Benefit from our wellness and support services, ensuring you stay healthy in all aspects of life.

# Social Media Topic Ideas

- "Day in the Life" student takeovers on Instagram.

- Weekly highlights of different residence halls.

- Posts featuring meal prep and dining hall favorites.

- Stories showcasing student events and activities.

- Live Q&A sessions about campus life.

# Text Messaging Talking Points

- "Hey! Have you seen our residence halls? Imagine waking up to ocean views every day! 🌊"

- "Curious about what we eat here at MMA? Our dining halls have tons of options. What’s your favorite meal?"

- "We’ve got a packed events calendar this month. Can’t wait for you to join us and get involved!"

- "How important is wellness to you? At MMA, we support your health on every level."

- "Got any questions about living in Castine? Drop me a text!"

# \*\*For October:\*\*

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

# Talking Points

- Train under experienced coaches who are committed to your development both on and off the court.

- Be part of a competitive volleyball program that values teamwork and excellence.

- Gain insights from our sports science team to enhance your performance.

- Utilize comprehensive athletic facilities tailored to meet the needs of all our athletes.

- Experience the camaraderie of the Mariners, where every player is essential.

# Social Media Topic Ideas

- Behind-the-scenes looks at training sessions.

- Highlights from recent games showcasing team effort and spirit.

- Posts about our coaching philosophy and how it helps our players.

- Features on individual players and their roles in the team.

- Interactive polls asking followers about their favorite aspects of team sports.

# Text Messaging Talking Points

- "Ready to train like a Mariner? Our coaches can’t wait to work with you on improving your game."

- "Teamwork makes the dream work! Can you see yourself wearing a Mariners jersey?"

- "Our sports science team is top-notch. Interested in how they can help you level up?"

- "Every player has a role. What role do you see yourself in here at MMA?"

- "How pumped are you to play volleyball at a competitive level? Let’s chat!"

# \*\*For November:\*\*

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

# Talking Points

- Explore our state-of-the-art gym and training facilities designed with volleyball players in mind.

- Take advantage of our recovery and rehabilitation services to keep you playing at your best.

- Learn from our advanced video analysis tools to refine your technique.

- Enjoy access to both indoor and beach volleyball courts.

- Benefit from personalized locker rooms and equipment storage.

# Social Media Topic Ideas

- Tours of the athletic facilities on Instagram Stories.

- Before and after transformations of our gym upgrades.

- Videos demonstrating our recovery and rehab services.

- Posts highlighting the technology used in training, like video analysis.

- Features on the unique aspects of our indoor and beach volleyball courts.

# Text Messaging Talking Points

- "Ever seen a gym that’s tailored just for volleyball players? You’ll love ours!"

- "Recovery is key! Want to learn more about our rehab services?"

- "We use cool tech to help our players improve. Curious about video analysis?"

- "Beach volleyball in the fall? Only at MMA! Thoughts?"

- "Each player gets their own space here. How important is that to you?"

# \*\*For December:\*\*

\*\*Main Topic\*\*: Volleyball Team Atmosphere

# Talking Points

- Be part of a team that values diversity, inclusion, and mutual respect.

- Engage in team-building activities that strengthen bonds and foster a sense of family.

- Celebrate individual and team successes equally, promoting a positive team environment.

- Get involved in community service projects as part of our commitment to giving back.

- Learn from upperclassmen and alumni who take active roles in mentoring younger players.

# Social Media Topic Ideas

- Highlights from team-building retreats and activities.

- Celebratory posts after games, emphasizing team and individual achievements.

- Stories featuring players’ involvement in community service.

- Throwback posts from alumni with advice for incoming recruits.

- Live sessions with current players talking about what the team atmosphere is really like.

# Text Messaging Talking Points

- "Team spirit is huge here at MMA. Ready to join a team that feels like family?"

- "We love celebrating our wins, but we learn from every game. How do you handle challenges?"

- "Our team gives back to the community regularly. Is that something you’re passionate about?"

- "Ever wonder what it’s like to be mentored by a former Mariner? Let’s talk about our alumni network."

- "What’s your favorite team-building activity? We might just add it to our list!"