

Sam Purcell
Louisville Women's Basketball
Associate Coach

Topic: Step your social media game up!

- A) Organization- Do you have a calendar? Introverts and Extraverts....
 - a. School Calendar
 - b. Birthdays
 - c. Basketball Schedule
 - d. Photo Shoot Days
 - e. Holidays
 - f. Understand your teams personality, coaching staff and your head coach
 - g. Review and add notes. Build a base and always reflect and look to improve
 - h. Don't be scared to copy other school ideas. You can't be the first one to create new ideas.
 - i. Jimmy Fallon, Ellen, Etc.. Talk Show Ideas.

- B) Who makes your graphics?
 - a. Positions
 - b. Time
 - c. Other Sports
 - d. Interns, Managers
 - e. Use your time wisely
 - f. Other breaks- photos and videos

- C) Apps everyone can download and create from your phone.
 - a. Teach group how to make a movie with video.
 - b. How to Add Music
 - c. How to publish and create