

HOW TO SUCCESSFULLY DEVELOP AND STRATEGIZE THE BRAND OF YOUR PROGRAM: BLENDING YOUR TEAM CULTURE WITH A DIGITAL BRAND

SELENA CASTILLO
DUKE WOMEN'S BASKETBALL

A brand is a person's gut feeling about something. It is not a win or a loss. It is not an individual person. It is not a short-term identity. A brand is a vehicle to tell a story.

A GREAT BRAND STARTS WITH A GREAT STORY.

What is your program's *brand story*?

Ways to tell your brand story:

- On-court performance; real world results
- In-person communication; body language
- Digital communication; social media

What goes into a digital brand?

1. Brand Strategy - Philosophies, culture, personalities, tradition, history, goals
2. Social Media - Twitter, Facebook, Instagram, communication
3. Visual Identity - Graphic design, photography, video, content, Photoshop

Social media is NOT your brand. Social media is a tool to communicate your brand. Social media is the doorway to your brand. (i.e. for recruits, potential employers, etc.)

Social Media Best Practices:

- Platform-specific content
- Player-driven content
- Public Profile + Handle + Bio + Picture
- The Art of the #Hashtag

“WHAT IS UNDERSTOOD DOES NOT NEED TO BE EXPLAINED.”

Build trust in your brand to build brand equity. What is brand equity? Brand equity is the luxury of not having to communicate every detail to the audience. The easiest way to build trust is to let your work speak for itself.

Keys:

- If you had to start over tomorrow, your brand should not change
- Many times, less is more; do not feel pressured to “check a box”
- Define and understand your resources and limitations
- Define your priorities. Keep them at the forefront
- Tweets are 2.6x more likely to be engaged with if they have media attached

ONLY YOU DETERMINE YOUR BRAND STRATEGY. DO NOT GET CAUGHT UP IN THE GAME OF COMPARISON. NO EXTERNAL FACTOR DETERMINES YOUR BRAND STRATEGY.



SELENA CASTILLO
DUKE WOMEN'S BASKETBALL