

Media

7 Quick Tips

1. Social media varies between countries, continents and regions

Facebook, Twitter, Instagram and Snapchat might be widely used in Europe and the Americas, but Asia, especially China, has its own preferred social media platforms: Weibo, Sina and Youku. In Russia, meanwhile, the current most popular platform is VK. Each social network has a precise purpose. **Before you get started, check which is the most popular in your country; find out its purpose and how to communicate using it.**

2. How to build up a fan base

Social media, and Facebook in particular, regularly change their algorithms on what makes a post successful. Here are some tips:

- Pay attention to what time you post online. Around 6 to 10 p.m. is generally a good time, but always consider the time zone of the audience you're posting to – especially when competing abroad.
- There is such thing as too many hashtags (we recommend two or three, but no more).
- Tag and mention the friends you talk about in your post (including friends of your friends).

3. Why is a big community of fans useful to athletes?

Not all sports get a huge amount of media coverage, but athletes can still use social media to create their own fan base. This offers great visibility for sponsors and helps to boost your own personal brand.

Sponsors are interested in the number of followers and fans an athlete has, so don't be shy in sharing your stories online.

4. The advantages of being social

Social media provides the perfect chance to tell your story and increase your visibility. To do this, develop your own style, and publish short, regular posts with attractive visuals. Try to vary the content (photos, videos, training, results, travel, etc.). But don't force yourself to post something. There's always another opportunity.

5. Taking a video?

First, take any videos horizontally. If you can, use the camera on the back for better quality. You could also use a tripod or another firm object to help keep your phone steady. Natural daylight is always best, so try to take your video outside or near a window. Try to find a quiet place with no echo. To find out more, watch [this video](#).

6. Enhancing your videos

Thanks to the many free tools out there, you can edit your own videos. Keep things simple and be creative: use close-ups, wide angles or time lapses. Don't forget that you can't use third-party content (music, videos, etc.) without authorisation, especially if this is for commercial purposes. Make sure you have the permission of the people in your video before you post it, too.

7. Be careful!

It's important to take care in what you post online. You are responsible for what you say, publish and share. It's best to avoid doing anything in the heat of the moment; it's easy for things to be taken and used out of context.

Be careful when you move onto subjects other than your sport and your passion, especially in areas linked to your personal views. It's also important to make a distinction between your private account and your public account