



NGB Collegiate Communications Best Practices

As part of the upcoming *Olympians Made Here* campaign, NGBs are encouraged to explore their existing collegiate communications efforts and identify opportunities to amplify their storytelling. The below ideas have been aggregated by NGBs and are being offered to generate creative thinking.

Olympians Made Here campaign considerations

- Be mindful of athlete relationships with schools (dropped program, bad experience, etc.)
- Schools and conferences will celebrate international student-athlete as part of the campaign
- Schools, conferences and associations that have had at least one U.S./international Olympian on a roster will be eligible to register for the campaign (club sport athletes, as well NAIA, NJCAA, etc.)
- Encourage athletes to use #OlympiansMadeHere in social posts about their colleges

Coordinated social posts

During the campaign, the USOPC will provide social graphics and sample copy for campaign-wide coordinated social posts, similar to the campaign launch. Participants are encouraged to post during the below dates in the leadup to and throughout the Tokyo Games:

- **Dec. 9, 2019: History.** Celebrate your historic Olympic footprint.
- **Feb. 10, 2020: Hopefuls.** Highlight hopefuls looking to participate on the 2020 Olympic Team. Social copy and a campaign-themed template will be provided by Feb. 3, 2020.
- ***January-June 2020: Made 2020.** Recognize Tokyo-bound athletes as they qualify. Participants will receive the Tokyo-bound social graphic from the USOPC as their athletes qualify.
- ***July 22, 2020: Tokyo.** Post "Good luck, Team USA!" wishes to kick off the Olympic Games. Participants will receive draft social copy and a campaign-themed template by July 15, 2020.
- **Sept. 8, 2020: Recognition.** Congratulate student-athletes on their Tokyo performances. Participants will receive draft social copy and a campaign-themed template by Sept. 1, 2020.

Web/Coverage

- Reference athlete collegiate affiliations in web stories
- On individual athlete bios, include a collegiate highlights/accomplishments section
- Consider editorial coverage of collegiate milestones (rivalries games, national championships, etc.)
- Highlight the collegiate footprint on NGB junior national teams if applicable
- Consider a weekly/biweekly NGB-issued collegiate top-25 poll throughout the college season
- Include school on main national team roster page

Awards

- Engage schools to amplify voting for their athlete for Team USA Athlete/Team of the Month awards
- Consider an NGB-awarded Collegiate Player of the Week/Month honor throughout the collegiate season
- Consider designating a Collegiate Athlete of the Year Award at an NCAA championship or NGB event; highlight award nominees through a top-50/top-25/top-10/top-3 watch list

Events

- Collaborate with NCAA on collegiate championships (Olympian autographs on the concourse, Olympian open practice between competitions, Olympians featured in timeouts on TV/internet broadcasts, Olympians/coaches as color commentators at NCAA finals, in-arena video messages, PA reads, in-venue

Olympian interviews, athlete coin toss/first pitch/puck drop, NGB mention in NCAA tournament program, etc.)

- Consider college stops and/or promotions during post-Games publicity tours
- Explore working with schools to host Olympian recognitions at high-spectator collegiate events
- Capture and share behind-the-scenes videos/photos of athletes during NGB competition
- Offer details on credentialing applications to sports information directors for upcoming NGB events
- Host NGB home events/competitions on college campuses
- Connect national team events to school SIDs with athletes who participated at that host area college

Social

- Retweet/engage with school and/or conference content, which will prompt engagement with NGB posts
- Consider posting stats around the national team collegiate footprint
- Provide customizable assets for social in conjunction with team namings, upcoming competitions, etc.
- Tag schools/athletes and (if applicable) conferences in social posts



Media/school outreach

- Begin building relationships with SIDs of athletes on current national teams; forming relationships will aid the NGB in reaching local campus markets
- Reference schools in releases when national teams are selected and/or head coaches are quoted
- Include SIDs and conferences with student-athletes on NGB media distribution lists; schools will often post about their Team USA/international student-athletes during their collegiate off-seasons
- Share athlete imagery/electronic press kits (rights-free images, customizable graphics, practice footage/interviews, etc.) with SIDs prior to roster announcements, upcoming competitions, etc.
- Host regular story-mining calls and/or create a collegiate story series to pitch a list of collegiate storylines to media/schools
- Consider leveraging NBC affiliates in local collegiate markets

Resources

To aid in your campaign celebration efforts, the USOPC has a variety of resources available for participants. Resources may be found online at OlympiansMadeHere.org.

- **Historic database:** An all-time roster of [U.S. Olympians](#) and [U.S. Paralympians](#) is available.
- **Social templates:** Campaign-themed social templates are available for download [online](#); the password is OMH2020.
- **Video tools:** Sample PSA scripts and campaign-themed video intro/outro slides are available for download [online](#); the password is OMH2020.