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C4

ATHLETE PATHWAY EDUCATION PROGRAM

FOR GYMNASTICS SINGAPORE

Presented by The Brand Builders

GUIDEBOOK FOR FACULTY

GROUP WORK SESSION #3

GROUP WORK SESSION #3 - "Understand how an athlete's unique personal brand can help them create really interesting and meaningful content."

INSTRUCTIONS

Step 1 Read Topic Intro (this page)

Step 2 Group Discussion (page #3)

Step 3 Explain Activity #1 Example (page #4)

Step 4 Activity #1 Instructions (page #7)

Step 5 Explain Activity #2 Example (page #8)

Step 6 Activity #2 Instructions (page #10)

TOPIC INTRO

READ THIS ALOUD TO ATHLETES

In last week's workshop with Vickie and Charlotte, you learned what content is and how your brand elements can be an amazing source of content inspiration.

Today, we'll be putting what you learned into action. You will be creating a content library using your brand elements as inspiration.

You can use this content library to create content for social media, public speaking, media interviews, podcasts, videos – almost anything you can think of.

To start, we'll discuss your experience with creating content and what you've observed about the kinds of content other athletes create.

We will then create your content library using your brand elements.

You will leave today with:

- Your Athlete Brand Content Library

This is a fun and creative session that is really going to show you how your brand can be the key to creating amazing content. Let's get started.

Group Discussion

READ THIS ALOUD TO ATHLETES

Before we begin our activity, we're going to have a group discussion about about content creation.

Each one of you will have thoughts and opinions, and I encourage you to share them! We are going to talk about your experience with creating content. I'm looking forward to hearing what you have to say.

QUESTIONS TO PROMPT DISCUSSION

- Who has experience creating content? It can be for anything – social media, speeches, videos, podcasts, blogs. Follow up - do you think you've been using your brand to guide the content you create?
- What have you observed about the types of content other athletes create? What topics do they cover?
- Who are your favourite athlete content creators? Why? What is it about their content that you find engaging or interesting?

READ THIS ALOUD TO ATHLETES

Great work everyone. Now let's take those thoughts and ideas we just used in the discussion to motivate us to create an amazing content library.

***Spend about 15-20 mins on this discussion**

EXPLAIN ACTIVITY #1

THEME	WRITE YOUR PASSION HERE:
MOTIVATIONAL	<input type="text"/>
EDUCATIONAL	<input type="text"/>
FUNNY	<input type="text"/>

***This activity should take 10-15 minutes per brand element/page**

READ THIS ALOUD TO ATHLETES

This session is all about content creation!

You will be creating a content library using the brand elements you identified in session 1.

Using three themes (motivational, educational and funny) you will create a snippet of content for one of your passions, interests, values and your message.

Don't worry about creating a 'perfect' piece of content or making your idea look like the final product. We're just creating a 'snippet' that you can use to create a great post in the future.

ACTIVITY #1 EXAMPLE

READ THIS ALOUD TO ATHLETES

Now turn to Page 3 in your Workbook. You will see there is an example of how you could fill in the content library. Let's take a look at the example.

Our example athlete's passion is sustainable fashion. For each of the three themes, they've written some ideas for a piece of content about sustainable fashion. You'll notice that they haven't written the full piece of content, this is just a snippet or an idea they have for a piece of content.

For MOTIVATIONAL they plan to create a post about a fun challenge they set themselves in 2021 to shop more sustainably by only buying thrifted clothing. So they're motivating people by leading by example AND they're asking a motivational question - "what challenge will you set for yourself in 2021"?

For EDUCATIONAL they're creating a post about a fact they read in an article recently. Plus, they're relating it back to their personal experience which makes it more personal, relatable and interesting for their audience.

For FUNNY they've kept it light and fun by creating content about their fashion fails when they were younger. They could have stuck to just that, but they also made a great addition by making the link that shopping sustainably helps you stay in style.

ACTIVITY #1 EXAMPLE

Brand Element: Passion

Step 1. Choose a passion you identified in session 1 that you are the most excited to create content for.

Step 2. Create a snippet of content about your passion using the three themes: motivational, educational and funny.

THEME

WRITE YOUR PASSION HERE: Sustainable fashion

MOTIVATIONAL

I'm setting myself a challenge in 2021 to ONLY buy from thrift shops so I can cut down on my consumption of fast fashion.

Ask my followers if they've set a challenge for 2021 (doesn't have to be fashion related).

EDUCATIONAL

Most clothes that are returned online end up in landfill. Quote from the article I read recently from Edie Online. Talk about my experience with online shopping and the temptation to buy more than I need.

FUNNY

My fashion fails from when I was younger. I could bring it back to how shopping sustainably also prevents fashion fails because you're looking for long-life items, not just following trends that will go out of style soon.

ACTIVITY #1 Instructions

READ THIS ALOUD TO ATHLETES

Turn to Page 4 in your Workbook. It's now your turn to create content using the Content Library.

There are 5 topics we'll be creating content for today: Gymnastics, one of your passions, one of your interests, your message and a value.

We'll start with gymnastics. You have probably created content about gymnastics before, so this is a nice warm-up before we move onto topics you might not have created content for before.

In the space provided on page 4 please write down some ideas for a piece of content about GYMNASTICS using the themes motivational, educational and funny.

Don't worry about how you'll write the final version of your content piece or where and when you'll post it. We're simply writing down some ideas to create a snippet of content. You can go back to your content library later and make these into social media posts, articles, videos etc.

***Take athletes through each of the topics (gymnastics, passion, interests, message and values) using the template provided. The instructions/process are the same for each topic.**

ACTIVITY #1

PROMPTS FOR FACULTY

MOTIVATIONAL -

- Is there a call to action they could include?
- Is there a specific action they would like people to do. E.g. Start cooking lessons.
- How do they find motivation for this topic? E.g. I use a mantra to get myself out of bed early for training.
- What's something they could say to people that would motivate them to take a further interest in this topic? E.g. eating healthily creates more hamony in your everyday life.

EDUCATIONAL

- Short, sharp, fun facts about the topic. E.g. 8/10 people are not eating enough green fruits
- A fun piece of knowledge they could share on the topic. E.g. Peanuts aren't technically nuts, they're legumes (which they could then link back to the befits of eating legumes).
- The number one thing they want people to know about this topic. E.g. most chemical sunscreens aren't safe for our oceans. Here's what you need to look out for in sunscreen to keep the oceans safe.

FUNNY

- A story from their life or a story from someone else's life that is funny about this topic.
- Strange or funny facts
- Puns, riddles etc.

ACTIVITY #1 Topic: GYMNASTICS

Let's start with a topic we know you'll have some great content ideas for – gymnastics!

Create a snippet of content about gymnastics using the three themes: motivational, educational and funny.

THEME

MOTIVATIONAL

EDUCATIONAL

FUNNY

ACTIVITY #1

Brand Element: Passion

Step 1. Choose a passion you identified in session 1 to create content for.

Step 2. Create a snippet of content about your passion using the three themes: motivational, educational and funny.

THEME

WRITE YOUR PASSION HERE:

MOTIVATIONAL

EDUCATIONAL

FUNNY

ACTIVITY #1

Brand Element: Interest

Step 1. Choose an interest you identified in session 1 to create content for.

Step 2. Create a snippet of content about your interest using the three themes: motivational, educational and funny.

THEME

WRITE YOUR INTEREST HERE:

MOTIVATIONAL

EDUCATIONAL

FUNNY

ACTIVITY #1

Brand Element: Message

Step 1. Choose a message you identified in session 1 to create content for.

Step 2. Create a snippet of content about your message using the three themes: motivational, educational and funny.

THEME

WRITE YOUR MESSAGE HERE:

MOTIVATIONAL

EDUCATIONAL

FUNNY

ACTIVITY #1

Brand Element: Values

Step 1. Choose a value you identified in session 1 to create content for.

Step 2. Create a snippet of content about your message using the three themes: motivational, educational and funny.

THEME	WRITE YOUR VALUE HERE:
MOTIVATIONAL	
EDUCATIONAL	
FUNNY	

ACTIVITY #1 GROUP DISCUSSION



MOTIVATIONAL

melodyrunsfast • Follow

melodyrunsfast This year, I want to make a big change and cut down on my contribution to fast fashion.

So, I've set myself a fun challenge. In 2021 I will ONLY be buying clothes from thrift shops.

My first funky find? This beret that makes me feel like I'm living in the Madeline tv series (anyone else obsessed with that show as a kiddo?) 🍷

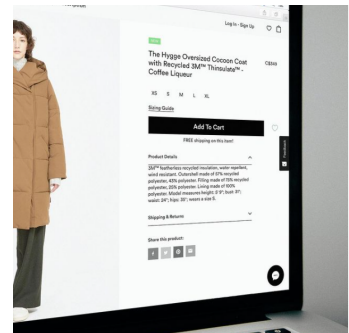
What challenge are you setting yourself in 2021? For me, this year is all about conscious, deliberate action that positively impacts my world and the planet 🌍

Be the first to like this
16 HOURS AGO

Add a comment... Post

READ THIS ALOUD TO ATHLETES

Great work everyone! The content library you have created is going to be a valuable resource you can use anytime you are creating content.



EDUCATIONAL

melodyrunsfast • Follow

melodyrunsfast I have to admit, I LOVE the ease and convenience of online shopping (plus the great discounts!!). I often use online shopping as a reward for a big win or to relax after a heavy week of training.

But I always end up returning 90% of what I order. I thought that was no big deal until recently.

I read an article from @edie that said many, many returns end up in landfills. Did you know that?

Personally, I'm going to make a better effort now to shop in person and buy items online that I know I'll love.

#shoppustainable

Be the first to like this
16 HOURS AGO

Add a comment... Post

In last week's workshop, Vickie and Charlotte showed you what your content library can look like in action.

On page 9, 10 and 11 of your workbook, you'll find examples of how the example content library was used to create social media posts.



FUNNY

melodyrunsfast • Follow

melodyrunsfast When I was younger I was a trend follower (now I like to think I'm a trendsetter 🤷)

Check-out some of my most cringe-worthy fashion fails throughout the years. Drop a 🍷 in the comments when you find the double denim moment!!

I've learned recently, that when I shop with purpose (and avoid 5 minute trends) I'm not as embarrassed of my throwback pics. Who knew that avoiding fast fashion could help you stay fashion mishap free? Not me (clearly) 🍷

16h

Be the first to like this
16 HOURS AGO

Add a comment... Post

You can see how this athlete has expanded upon their original idea to create an engaging social media post. You can do the same thing with what you have created today for any content type you like. E.g. podcasts, videos, media articles etc.

ACTIVITY #1 EXAMPLE

Brand Element: Passion

Step 1. Choose a passion you identified in session 1 that you are the most excited to create content for.

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THEME

WRITE YOUR PASSION HERE: Sustainable fashion

MOTIVATIONAL

I'm setting myself a challenge in 2021 to ONLY buy from thrift shops so I can cut down on my consumption of fast fashion.

Ask my followers what their challenge in 2021 is.

EDUCATIONAL

Most clothes that are returned online end up in landfill. Quote from the article I read from Edie Online. Talk about my experience with online shopping.

FUNNY

My fashion fails from when I was younger. I could bring it back to how shopping sustainably also keeps you in style and prevents fashion fails because you're looking for long life items, not just following trends.

What Your Content Library Can Look Like In Action

MOTIVATIONAL



melodyrunsfast • Follow



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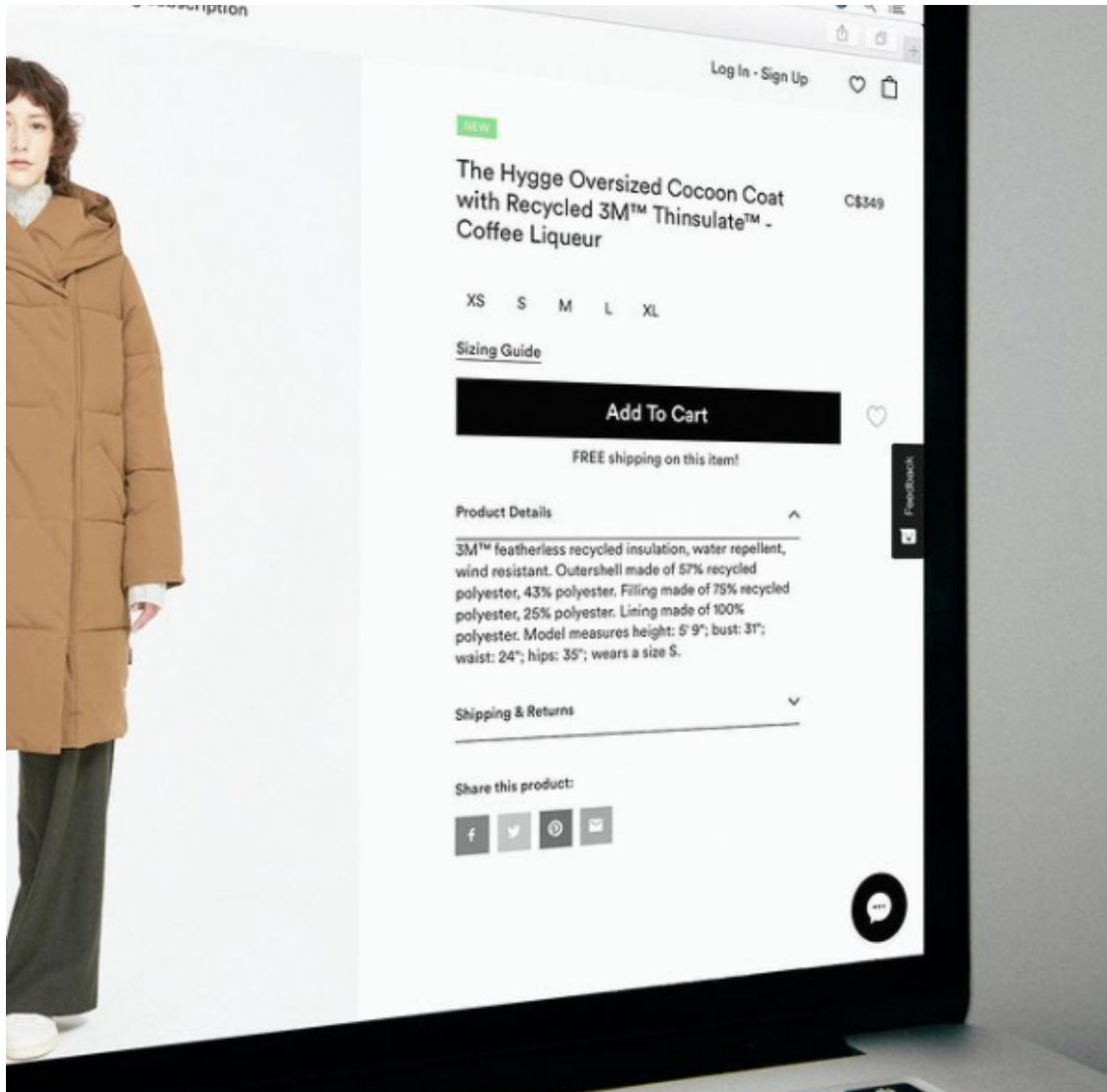



Add a comment...

Post

What Your Content Library Can Look Like In Action

EDUCATIONAL



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[#shopsustainable](#)



 Add a comment...

Post

What Your Content Library Can Look Like In Action



FUNNY



melodyrunsfast • Follow



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I've learned recently, that when I shop I shop with purpose (and avoid 5 minute trends) I'm not as embarrassed of my throwback pics. Who knew that avoiding fast fashion could help you stay fashion mishap free? Not me (clearly) 😂

16h



Add a comment...

Post

READ THIS ALOUD TO ATHLETES

Well done everyone, you've each done really well!

There's no homework, but please make sure you leave your workbook here so I can keep them for you for future sessions. Write your name at the top and hand them to me!

Your next online workshop with Vickie and Charlotte is on Saturday 24th of April, from 12.30-130pm on Zoom.

End of session.
