YOU CAN BE READY TO PLAY IN COLLEGE AND STILL BE UNPREPARED FOR THE OPPORTUNITIES THAT COME WITH IT.

PERSONAL BRANDING & SOCIAL MEDIA

BEYOND THE SPORT

Jordan Young | YOUNG SPORTS ADVISORS



YOU'VE INVESTED IN BECOMING AN ATHLETE A COLLEGE WANTS.
NOW IT'S TIME TO BUILD A BRAND A BUSINESS WANTS TO INVEST IN.

700+ In research involving 700+ Division I student-athletes, only three areas of NIL education correlated directly with securing NIL deals.

01
Developing a personal brand

02
Creating an NIL-focused social media presence

03
Learning to market and sell your NIL

Today, you get a starting point for all three.

THE WHY

WHY I CARE ABOUT WHAT COMES AFTER SOFTBALL

Jordan Young, MBA

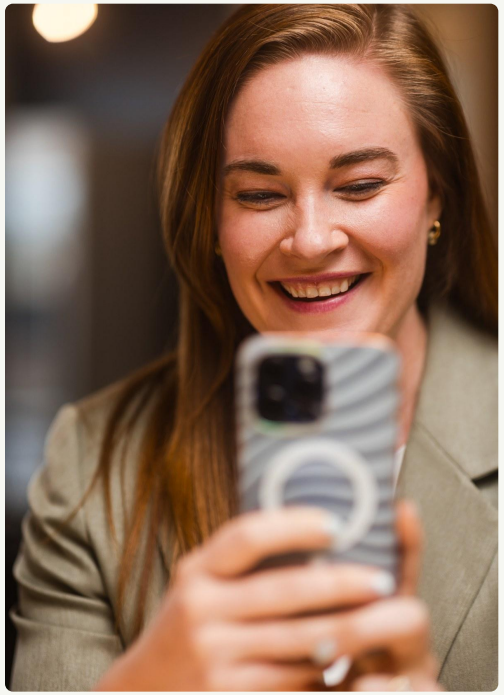
Former Division I softball player

Founder, Young Sports Advisors | Co-owner, 3MC Media

Board of Trustee, Presbyterian College

> **I have watched talented athletes struggle with identity and career opportunities after sport.**





My goal is to help athletes prepare to create content, work with businesses, and explain their value. Those skills can support NIL opportunities in college and professional opportunities beyond softball.

IF SOFTBALL DISAPPEARED FROM YOUR INTRO, HOW WOULD YOU INTRODUCE YOURSELF?

BIO ~~Position~~ ~~Team~~ ~~Class of 2029~~

SOFTBALL IS PART OF YOUR BRAND.

NOT ALL OF IT.

Your sport is one part of your story.

Softball	**Interests**	**Routines**
Values	**Relationships**	**Ambitions**

THE TICKET TO CAPITALIZING ON NIL

KNOWING THAT YOU ARE MORE THAN YOUR SPORT.

Your personal brand is what people know you for, what you care about, and what they expect from you.

Softball is part of that brand. So are your interests, skills, values, and the way you treat people.

> **Start with a few topics from your real life. These are your content buckets, and they give you a starting point for what to post.**

MAYA. 2029 SHORTSTOP.

Content buckets organize your ideas into a few repeatable topics. They help you decide what to post and show more than one side of who you are.

BUCKET 1

Softball

EXAMPLE POSTS

A practice day in the life

A game-day routine

BUCKET 2

Gluten-free Lifestyle

EXAMPLE POSTS

What she packs for a tournament

A meal she prepares before traveling

BUCKET 3

Hair

EXAMPLE POSTS

A game day braid tutorial

How she does teammates' hair

Start with three themes you can return to. A bucket is the topic; each post is one specific idea inside it.

Softball is one bucket. You're more than that.

Choose themes that reflect your real life, not just what you think a brand might pay for.

THE FOCUS

A PITCHER WITH ONE PITCH GETS HIT.

A mix of pitches is what sets a pitcher up for success. The same is true for social content.

12x

Athletes with a strong personal brand were 12 times more likely to land an NIL deal than athletes who posted only about their sport.

Student-Athlete Insights / NIL/edu

THE FOCUS

EVERY AT-BAT HAS A JOB.
SO DOES EVERY POST.



GET ON BASE

Get seen by someone new



MOVE THE RUNNER

Give them a reason to stay



BRING HER HOME

Get them to do something

You know the situation before you step in the box. **Know the job of your post before you make it.**

THE FOCUS

YOU DON'T STEP INTO THE BOX WITHOUT A GOAL

Know the goal before you post.

SOFTBALL: KNOW THE SITUATION	SOCIAL MEDIA: KNOW THE OBJECTIVE
We need a base runner	Awareness
Move a runner	Trust
Drive in a run	Conversion

Conversion now: a follow. Conversion in a future partnership: perhaps a sale.

CHOOSE A GOAL BEFORE YOU POST

Here's how Maya can use her content buckets to build awareness, earn trust, or encourage an action.

POST OBJECTIVE	WHAT IT MEANS	MAYA'S EXAMPLE
Awareness	Introduce yourself to people who do not know you. Reach non-followers.	A Reel introducing her tournament-food routine
Trust	Give people a reason to value your knowledge or keep paying attention.	A useful step-by-step hair tutorial
Conversion	Encourage a specific action.	Ask viewers to follow for more tutorials.

THE FOCUS

THE ALGORITHM DECIDES WHO SEES YOUR POST

An algorithm is a set of rules a platform uses to choose which posts each person sees.

It uses signals to predict what that person would most likely interact with.

THE BASICS OF HOW IT WORKS

1 **You post.**
Your content goes out to the platform.

2 **People respond.**
They watch, save, share, or comment. Or they scroll past.

3 **The platform decides.**
It reads those signals and shows your post to more people, or fewer.

WHY IT'S A GAME CHANGER FOR NIL READINESS

Reach people who don't follow you yet.
A useful post can travel past your own followers.

Make choices on purpose.
Pick the format, topic, and words that fit your goal instead of guessing.

Explain your value to a business.
Tell a partner who saw your content and why it worked.

Every platform has its own algorithm but the one thing EVERY platform algorithm values is consistency.

THE FOCUS

NOT ALL POST TYPES ARE CREATED EQUAL

APPROXIMATE AVERAGES. INSTAGRAM ONLY.



If your goal is awareness, use a Reel or a carousel. A single photo mostly reaches people who already follow you.

THE FOCUS

IT'S NOT IF THESE PLATFORMS WILL CHANGE.

IT'S WHEN.

Digital marketing has changed more in the past 2 years than in the previous 10.

EXAMPLE: INSTAGRAM'S NEW TAGGING FEATURE

A tag, before

A tag used to only name another account in your post.

A tag, now

Now the account you tag can add your post to its own main grid.

A Collab

A Collab is different: both accounts are listed as authors, and the post appears on both profiles.

If a brand says "tag us," you need to know what you are giving them. Staying up to date is part of the job.

68%

of student-athletes who actively share their athletic achievements and community involvement on social media report increased interest from local businesses.

> **Your first deal probably won't be a big national brand. It will be a local business where you're already a customer.**

THE SELL

WHAT MAKES AN ATHLETE'S PERSONAL BRAND DIFFERENT?

Think of your athlete identity as a starting point, not your entire sales pitch.

01

CREDIBILITY

College-athlete status can give people an initial reason to take you seriously.

02

CONNECTION

Your sport, team, and community give people a reason to start a conversation.

03

BUSINESS VALUE

Show what you can create, who it helps, and why it fits the business.

Your sport opens a conversation. Your full brand helps you build the relationship.

THE SELL

YOUR SOCIAL MEDIA HAS A STAT SHEET, TOO

You already know how to talk about performance.

ON THE FIELD	ON SOCIAL MEDIA
Batting average	Engagement rate
ERA	Average impressions per post
On-base percentage	Reach
Slugging percentage	Video retention

The right metric depends on the goal.

WHY WOULD A BUSINESS INVEST IN YOU?

What are you helping the business accomplish? Creators are used for:

82%
Brand awareness

47%
Community engagement

46%
Credibility and trust

Source: Morning Brew, 2026 research among 250+ marketing leaders. Uses overlap, so the figures do not add up to 100%.

THE SELL

SHOW THE FIT.
DON'T JUST ASK FOR FREE STUFF.

INSTEAD OF

"I'm a softball player. Will you send me something?"

TRY

"Here's where your product fits, who my content could help, and what we could create."

THE FUTURE

PREPARE IN HIGH SCHOOL. BUILD EXPERIENCE IN COLLEGE.

HIGH SCHOOL

Define your brand, create practice content, understand platforms, and learn to explain your value.

COLLEGE

Apply those skills through actual NIL opportunities; complete responsibilities and keep records of results.

BEYOND SPORT

Use completed projects to explain your skills in interviews, résumés, and future work.

Four or five college years can provide time to accumulate real project experience. That experience is work experience!

> **An internship may not fit around your sport. That doesn't mean you have to graduate without work experience.**

THE FUTURE

DOCUMENT YOUR NIL WORK FOR RÉSUMÉS AND INTERVIEWS

KEEP A RECORD OF

- ✓ The campaign's objective
- ✓ Your responsibilities and deliverables
- ✓ The period of work and deadlines
- ✓ Results and how they were measured
- ✓ What you learned or changed

RÉSUMÉ OR INTERVIEW FRAMEWORK

"Created **[number]** posts for **[objective]**, delivered over **[period]**, and reported **[measured outcome]**."

THE FUTURE

SHOULD I BE ON LINKEDIN?

Yes, the summer after your senior year. Think of it as your digital résumé.

SHOW

- ✓ Athletic and academic accomplishments
- ✓ Community involvement and career interests
- ✓ Actual NIL projects: your responsibilities and measured results

Parents: help with clarity and professional tone while keeping your athlete's voice.

Pro tip: Use the work log you just started to build your LinkedIn profile. Save responsibilities, accomplishments, and results as you go.

FOR PARENTS

HOW PARENTS CAN SUPPORT NIL READINESS

You already invest in athletic preparation. Help get her ready for NIL!

- ✓ Help her notice interests and strengths she overlooks.
- ✓ Encourage practice before a real opportunity creates pressure.
- ✓ Review privacy, business contact, and agreement decisions together.
- ✓ Look for clear expectations, constructive feedback, and room to learn.
- ✓ Ask about the goal and the lesson, not just followers or money.

Use three questions after a practice post or partnership:

“What was the goal?”

“What did you learn?”

“What will you change?”

SIGNING DAY ISN'T THE FINISH LINE.

IT'S THE LAUNCHPAD.

KEEP PRACTICING

NIL DRILLS

Learn it. Drill it. Be ready for it.

Monthly email education and practical exercises

$15.99 /month

Your first signing day could be with YSA!

SCAN TO JOIN

EVENT OFFER

Athletes who join during the event, remain subscribed throughout high school, and sign to play in college will be offered a social-media NIL partnership by Young Sports Advisors.

www.youngsportsadvisors.com