



USOPC SOCIAL MEDIA MASTERCLASS SERIES

This 4-week series is designed to empower Team USA athletes with the knowledge and skills to effectively build their personal brands on social media. Throughout this series, athletes will have the chance to hear from experts representing different social media platforms, including TikTok, Instagram (Meta), Snapchat, and YouTube.

Join us to discover best practices, content tricks, and audience-building strategies for each platform, and unleash your social media potential!



YOUTUBE WORKSHOP

THURSDAY, SEPTEMBER 14 | 4-5PM MT

YouTube provides athletes with an excellent platform to showcase longer-form content, behind-the-scenes footage, and establish a loyal fanbase. In this session, we will share strategies for maintaining consistency, optimizing video titles and descriptions, and leveraging analytics to track performance.

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SNAPCHAT WORKSHOP

WEDNESDAY, SEPTEMBER 20 | 4-5PM MT

Known for its ephemeral nature, Snapchat presents a unique challenge to create compelling content that leaves a lasting impact. Athletes will gain insights into crafting captivating Snaps, creatively using Bitmoji, best practices on Lenses and Filters, new features, and engaging with fans.

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TIKTOK WORKSHOP

WEDNESDAY, SEPTEMBER 27 | 4-5PM MT

With its rapidly growing user base and short-form video format, TikTok is a powerful platform for athletes to share their stories, skills, and personalities. Athletes will learn how to leverage trends, use popular sounds, and create content that resonates with their target audience.

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INSTAGRAM WORKSHOP

WEDNESDAY, OCTOBER 4 | 4-5PM MT

As one of the most prominent social media platforms, Instagram offers diverse features that can enhance an athlete's brand. From IGTV to Reels and Stories, participants will discover how to curate visually appealing content, foster engagement, and collaborate with other creators.

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Each session is a standalone workshop, so feel free to join whichever ones interest you and align with your schedule.