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October 23-24, 2026
Richmond, BC

Your Athletic Brand: *Using Social Media to Build School Pride*

Presenters

October 23-24, 2026
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BCSS Social Media

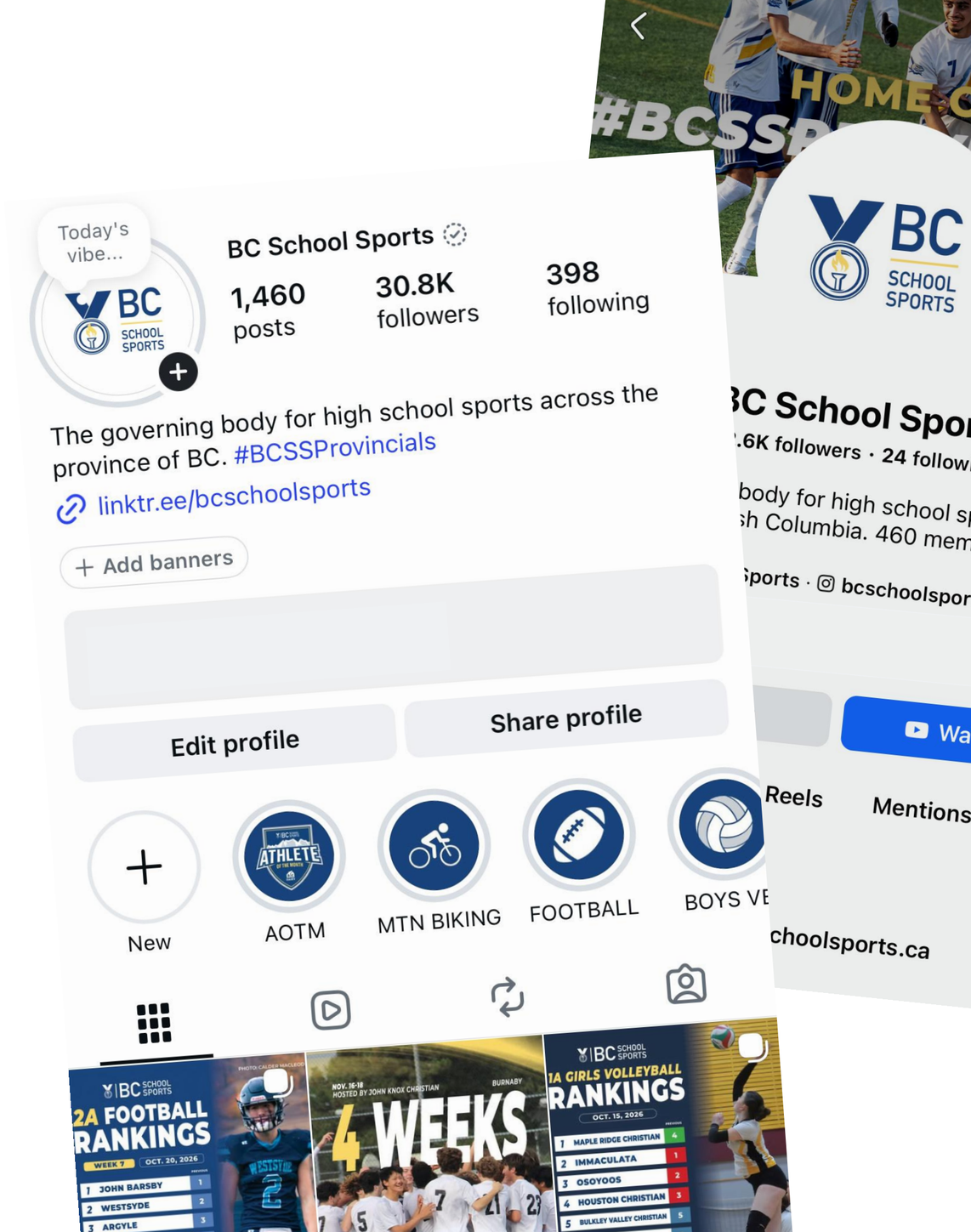
Introduction + Our Goal

- **Create and establish a centralized hub** for high school sport news, information, and updates on a provincial level

- Celebrate athletes and schools by **sharing their accomplishments**

- **Strengthen the visibility** of school sports in BC

- **Deepen connections** between athletes, coaches, parents, and schools



BCSS Social Media

Positive Takeaways

- **More media coverage of our provincial championships than ever before**
  - The highest level of championship coverage we have seen, across both BCSS channels and external sources
  - Increased interest from photographers, school and team accounts, journalists, and content creators
- High school sports content continuing to reach audiences beyond the school sports community
  - **Instagram: 50 million views during the 2025–26 school year**

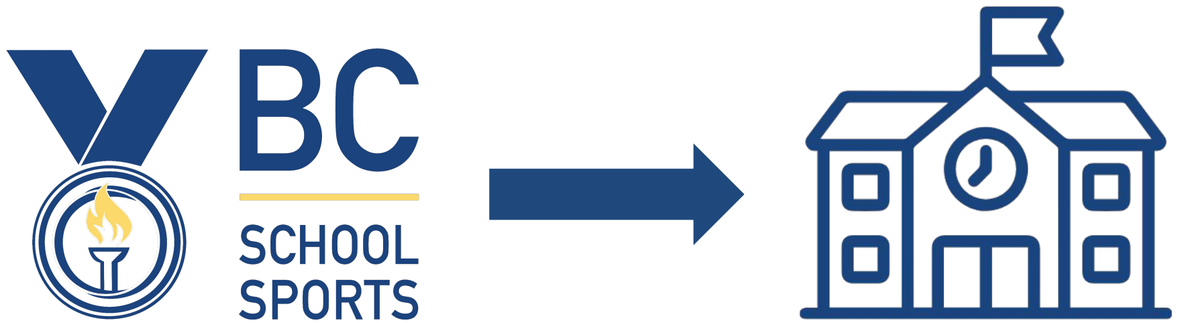


BCSS Social Media

The Coverage Gap

- Much of our content and capacity is focused at the provincial level
  - We can't cover everything...

- **Schools can help bridge the gap in school sports coverage by sharing their moments and stories through social media**



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Working Together

BC SCHOOL SPORTS x

BCSS has collaborated with school media programs over the past two years to expand provincial championship coverage

- These schools were identified due to their well-established social media presences

- Students and teachers bringing existing media experience from schools to real-world sports media opportunities

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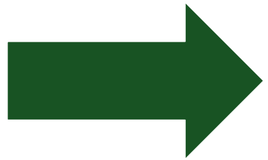
Building a Brand



Building a Brand

- Creates School Pride and Community Support
- Increases Participation, Funding, and Opportunities
- Promotes Positive Culture and Long-Term Success







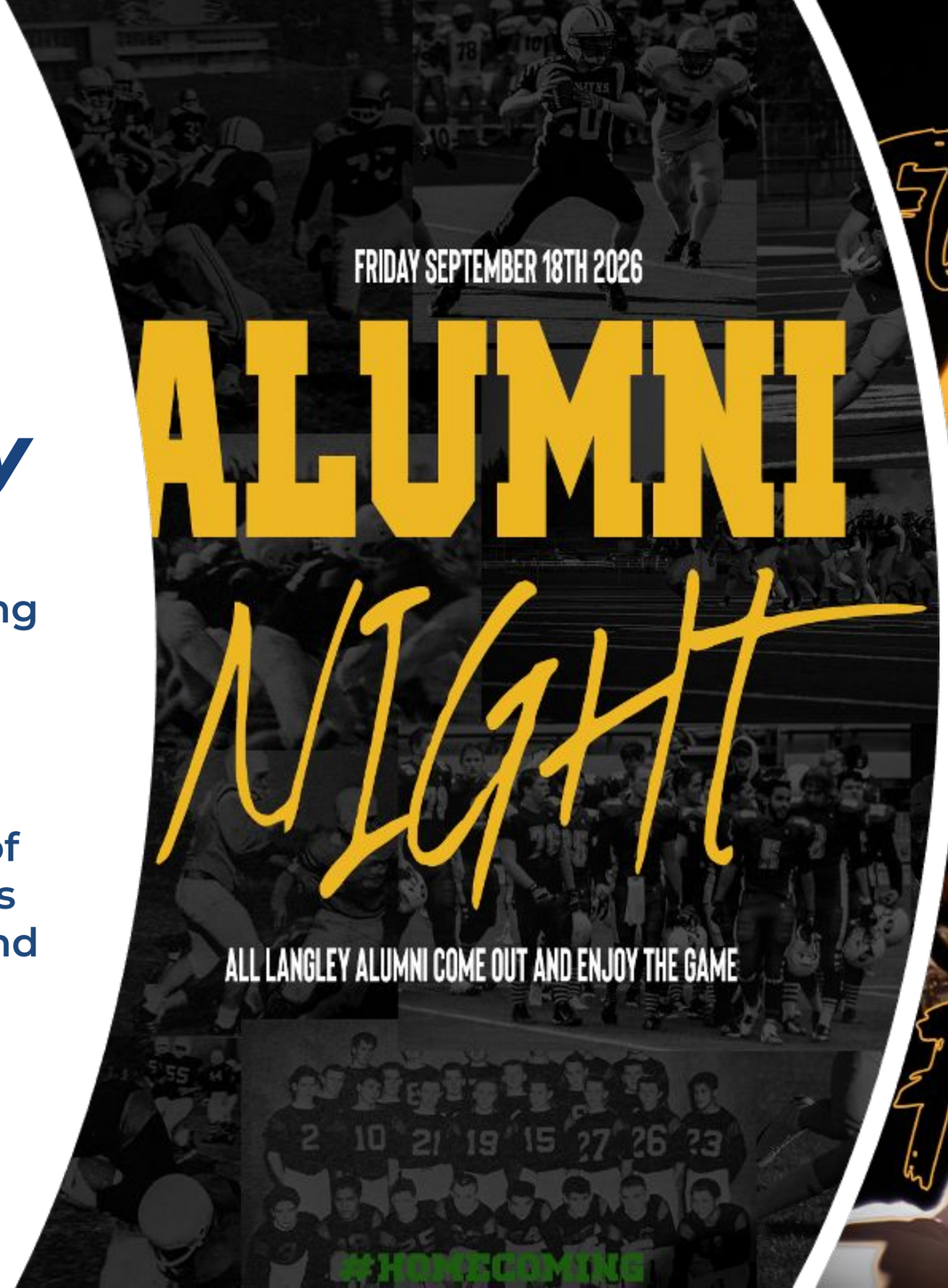
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Creates School Pride & Community

A strong athletic brand builds excitement among students, staff, parents, alumni, and the local community.

It helps create a sense of belonging and increases attendance at games and school events.

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Increase Participation, Funding & Opportunities

A recognizable and respected athletic program:

1. **Encourages more students within the school to get involved in sports**
2. **Builds community support**
3. **Attracts partnerships with local businesses and families.**

A strong brand helps student-athletes take pride in representing their school while creating opportunities for recognition and future athletic or academic pursuits.



Promotes Positive Culture & Long Term Success

A clear brand reflects the values of the program, such as teamwork, sportsmanship, excellence, and commitment

The result:

- Establishing consistent expectations
- Strengthening team identity
- Creating a legacy that future athletes want to be part of



Creating a Team



WHERE TO START?

Where to find students for help:

- **Leadership/Rec Leadership**
- **Photography**
- **Computers/ Media Design**
- **Fine Arts**

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Skill Set Needed

Photography and Editing can be taught, but finding students with the following:

- Time management/availability
- Creativity/willing to suggest
- Adjusting
- Receiving feedback positively

Helps grow connection and growth of social media





Passion, Motivation, & Storytelling

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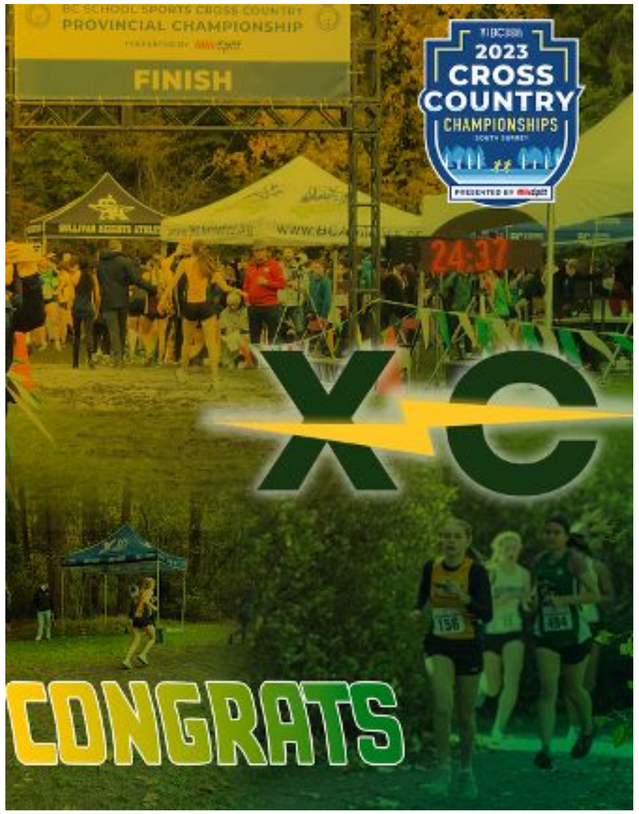


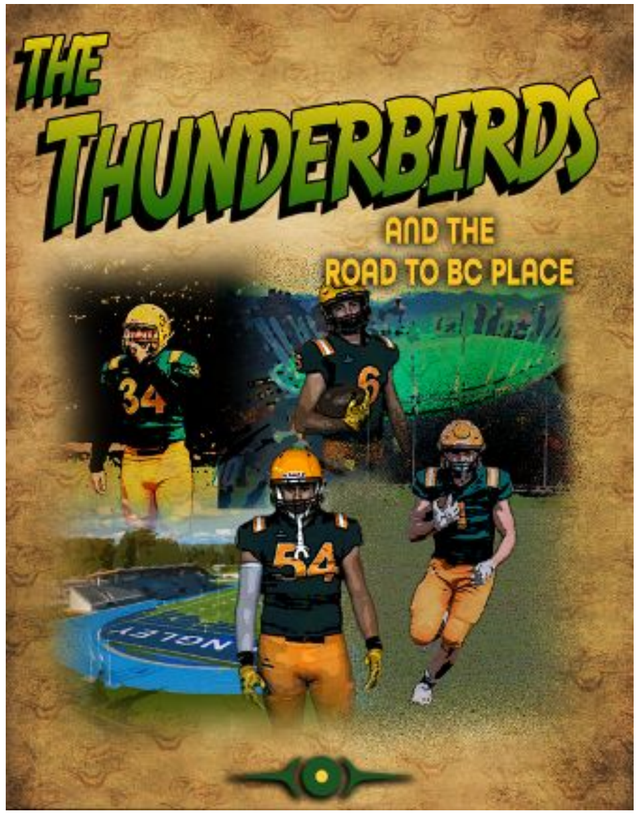
Creating A Plan

The Goal: Equality

Make it equal across the board for all sports.









Media Plan Ideas

- **Week ahead- Games that week**
- **Game Day**
- **Information**
  - Tryouts, meetings, upcoming events, etc.
- **Athlete of the Month/Week & Student-Athlete Profiles**
- **Results**
- **Photos**
- **Reels**

Sourcing Information



Coaches



Media Students



Athletes

Getting Started



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Where Do I Begin?

1. Identify a need in your athletics program

What could your social media presence improve?



Access to Information
- Sports schedules, important deadlines, events, etc.



Athlete Recognition
- Are student-athletes achievements being celebrated?



Program Unity
- Are there different accounts/voices for your school?



School Spirit
- Are you wanting to build excitement in your school community?

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What Schools Are Doing

No one-size-fits-all approach!

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Mount Douglas Secondary

@mdssathletics










Mix of athlete interviews, weekly schedules, event photos

R.E. Mountain Secondary

@remssathletics













Announcements/graphics heavy, school branding on display

Nanaimo District Secondary

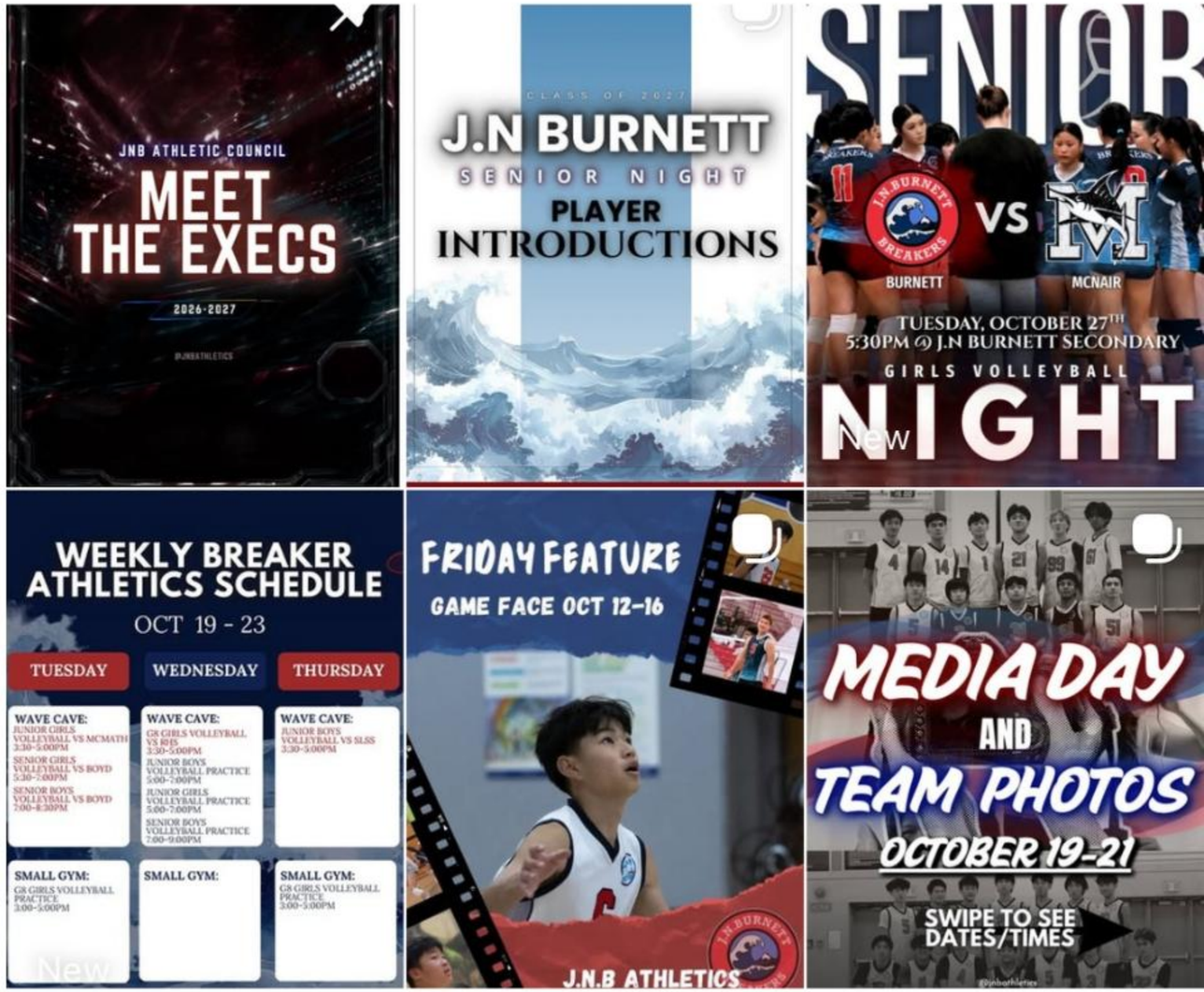
@ndss.sports



Photo-heavy, providing game scores/context in captions

J.N. Burnett Secondary

@jnbathletics



Storytelling/highlighting school community, involvement

Van Tech Secondary

@vantechathletics

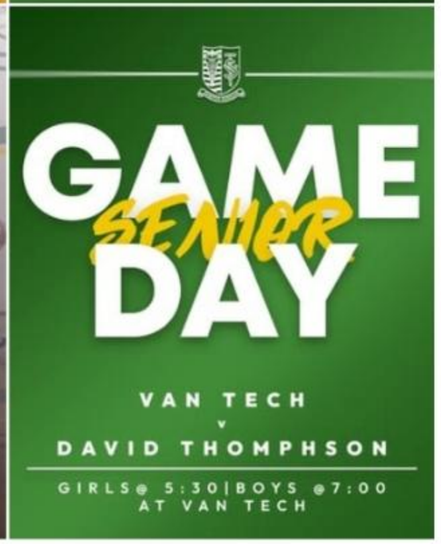








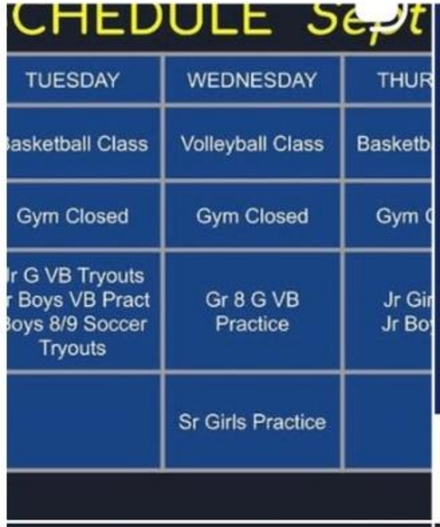




Mix of photos and graphics, school branding displayed

Garibaldi Secondary

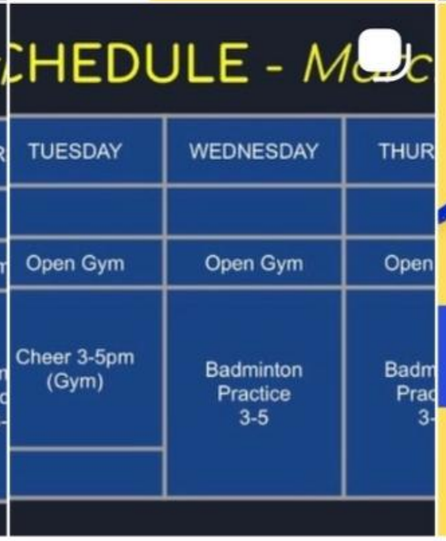
@athletic_rebels













Weekly schedules & event graphics, school branding displayed

Building Your Account

2. Grow At Your Own Pace

- Start with what you have access to
- Don’t commit to everything
- Tap into the interests and strengths within your school community
- Take inspiration from what other schools are doing
- Build over time - **it’s not a competition!**

Great resources for graphics:

- Canva
- Adobe

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Sharing the Wealth

- Find someone to help you manage the account
  i. eg. Another teacher, Media team, Rec Leadership students, etc.

- If you don’t feel comfortable handing the account to someone else:
  i. Get them to create the content for you to post!
  ii. eg. Students interviewing each other, filming game/event footage

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Avoiding Burnout

Easy mistakes that lead to burnout:

- Overloading content
  - eg. Game scores for everything, weekly schedules, keeping up with every team from every age group

Start simple and find a rhythm that works for you

- Examples:
  - Designate a certain day of the week to post
    - eg. Weekly recap every Monday morning
  - Simple photo posts that don't require editing

Let the students lead & guide

Each year will look different!

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Storytelling

Storytelling is one of the most powerful ways schools can use social media to connect and unite their community.

- Information tells audiences what happened
- Storytelling tells them why that moment mattered

Has your athletics program achieved something that has more to the story?

Is there someone in your school community whose story deserves to be told?

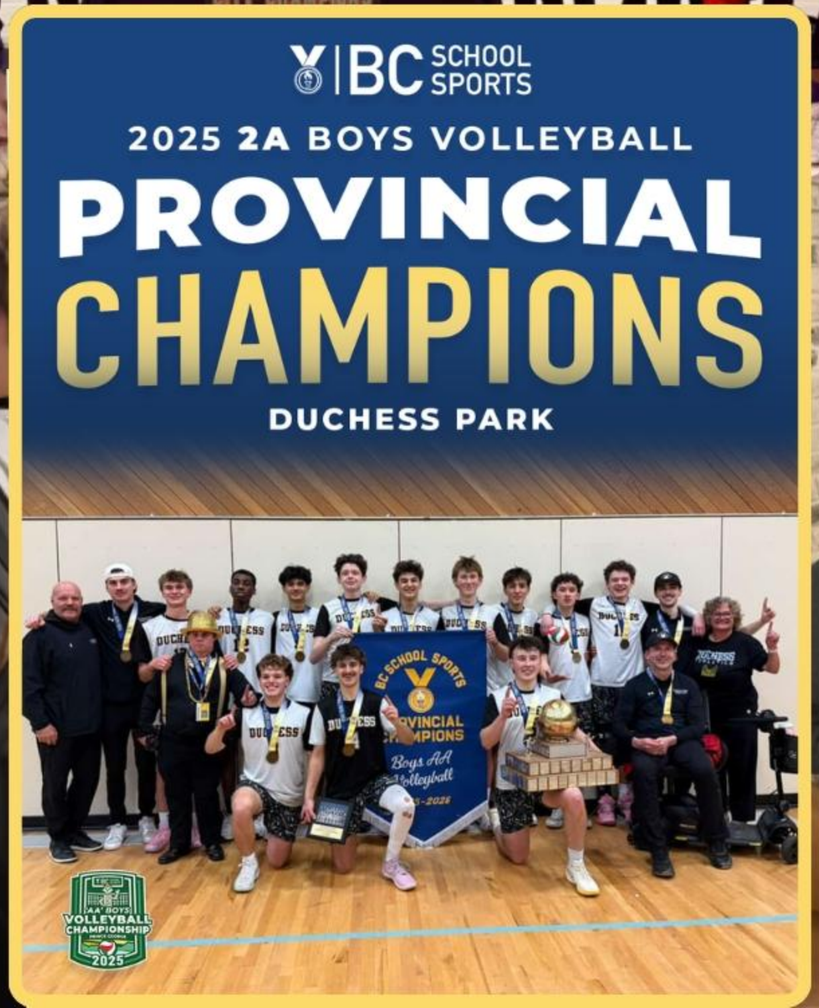
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Content:
@dpssathletics











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Storytelling

2025 Duchess Park Senior Boys Volleyball Team

A documented moment or journey can become a story that unites an entire community

- **Create opportunities for unique experiences and recognition**

- **Increase visibility for the team, school, and athletics program**





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Closing Remarks

Years from now...

- A former student may not remember every score from their high school career, but they will remember:

  - The moments that were captured and celebrated
  - Exciting sporting events at their school that cultivated school pride



Connect

Email me: jdelisa@bcschoolsports.ca

- **Questions about strengthening or growing your school athletics social media**

- **Questions about your school media program collaborating with BCSS at Provincial Championships**
  a. **Give students hands-on sports media experience**

- **Ideas or suggestions for how BCSS can continue to improve our social media presence**

Q&A

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