

NSCA COACHES CONFERENCE

JANUARY
3 - 5, 2018

CHARLOTTE
N. CAROLINA

 **NSCA**[®]
NATIONAL STRENGTH AND
CONDITIONING ASSOCIATION



Conflict of Interest Statement

- **I have no actual or potential conflict of interest in relation to this presentation.**



UTILIZING SOCIAL MEDIA WITH TODAY'S HIGH SCHOOL STUDENT ATHLETES

John Garrish Jr, MS, CSCS, RSCC, USAW

North Broward Preparatory School

Assistant Athletic Director

Director of Athletic Development & Performance

Head Track and Field Coach - Sprints



19



98

20



18



reddit



reddit



reddit



19



98

MEN'S FITNESS

MUSCLE & FITNESS

women's fitness



NSCA COACHES CONFERENCE

20



1,908 posts

58.4K followers

114 following

Following

Ryan J. Faer, CSCS

@Ryan_Faer

FOLLOWS YOU

Frank Wintrich

@Frank_Wintrich

FOLLOWS YOU

18

SimpliFaster

@SimpliFaster

FOLLOWS YOU

NHSSCA

@NHSSCA

FOLLOWS YOU



490 posts

13.1K followers

99 following

Following

Contact

Stuart McMillan



945 posts

3,962 followers

991 following

Following

ryanhorn45



566 posts

7,164 followers

972 following

Following

Matt Shadeed



Brute Strength Podcast

Updated Apr 25, 2016
10 unplayed episodes



High School Strength Coach Podcast | Strength & Condi...

Interviews with the nations top Hi...

Fitness & Nutrition

★★★★★ (155)

UNSUBSCRIBE



Iron Game Chalk Talk with Ron McKeefery

Updated April 6
72 unplayed episodes



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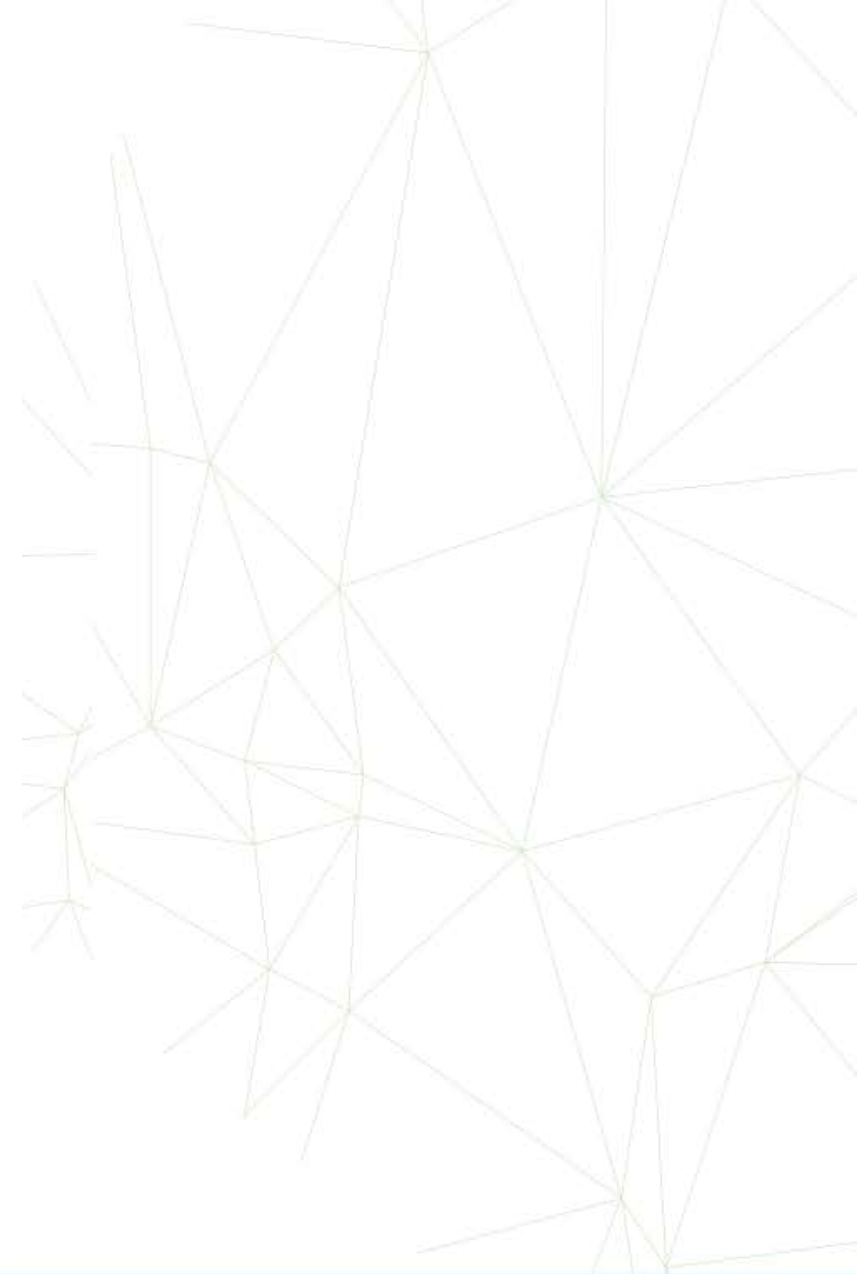


Iron Game Chalk Talk with Ron McKeefery

Updated April 6
72 unplayed episodes







HUFFINGTON POST FEATURE

Why Every Personal Brand Deserves an Early Start: One Florida high school's forward-thinking course is jumpstarting students' professional lives



NUMBER ONE CONCERN WHEN USING SOCIAL MEDIA?



LIABILITY



WHAT'S THE WORST THAT CAN HAPPEN?



0



0



0



0

WHAT'S THE
WORST THAT CAN
HAPPEN?

Teacher fired after calling students losers on Facebook has license suspended

Dean/coach on leave at Central Catholic High

UPDATE: BUHS teacher suspended

St. Paul school worker on leave for alleged improper contact with student

Murray County teacher fired after racist video surfaces

TN substitute teacher fired for Trump social media comments

Awful: Pre-School Teacher Fired Over Social Media Posts, Where She Told Followers To ' [REDACTED] [REDACTED]'

Teens Say Minnesota Choir Teacher Sent Inappropriate Messages

Teachers put on leave for 'Day Without Immigrants' social media posts

Maryland school district employee fired over tweet

Educator fired days after social media post sparks outrage

Teacher's Aide Fired After Calling Student 'She Devil' On Snapchat

The 'Drunk Teacher' saga is a cautionary tale for the social media age

Settlement reached for teacher fired after Facebook post

Basketball coach fired over 'inappropriate' social media

Why social media can be a minefield for teachers, school officials

Teacher fired after calling students losers on Facebook has license suspended

Court Rules Teacher Can't Sue After Being Fired For Blogging About Her Students

**HOW WILL THIS
POST BE
INTERPRETED?**

HOW WILL THIS POST BE INTERPRETED BY:

- MY BOSS?
- MY BOSS' BOSS?
- MY FUTURE BOSS?
- MY STUDENTS?
- MY STUDENTS' PARENTS?
- MY FAMILY? *FATHER*
- MY FUTURE WIFE?
- MY PEERS?
- MY COLLEAGUES?
- MY MENTORS?
- MY MENTEES?
- MY COWORKERS?
- MY COACHES?
- MY FRIENDS?
- MY PRIEST?
- STRANGERS?

**SO I'VE
COMMUNICATED
WITH A STUDENT
THROUGH SOCIAL
MEDIA,**

HOW WILL THIS MESSAGE BE INTERPRETED BY:

- MY BOSS?
- MY BOSS' BOSS?
- MY FUTURE BOSS?
- MY STUDENTS?
- MY STUDENTS' PARENTS?
- MY FAMILY? *FATHER*
- MY FUTURE WIFE?
- MY PEERS?
- MY COLLEAGUES?
- MY MENTORS?
- MY MENTEES?
- MY COWORKERS?
- MY COACHES?
- MY FRIENDS?
- MY PRIEST?
- STRANGERS?



**HOW WILL THIS
MESSAGE BE
INTERPRETED BY
A JUDGE?**

**HOW CAN WE BE
SURE THIS IS
INTERPRETED
CORRECTLY?**









Home Moments Notifications Messages Search

NBPSAthletics
@NBPSAthletics
North Broward Prep Athletics
Coconut Creek, FL
nbps.org/athletics
Joined June 2014

TWEETS 4,714 FOLLOWING 47 FOLLOWERS 858 LIKES 4,200

Tweets Tweets & replies Media

NBPSAthletics Retweeted
NB College Advising @NBCAO · 55m
Way to go @NBPSAlum Evan!

Canes Baseball @CanesBaseball
Evan McKendry had the best outing
a 5-1 victory over FGCU.

nbps_strength

Help Secure Your Account
Confirm bobcatj08@aol.com as your email address to help secure your account.
Send Confirmation
Change Email Address

556 posts 901 followers 253 following
Edit Profile

NBPS Strength & Conditioning
North Broward Prep Strength & Conditioning
www.2words.tv/florida4afemale

YOUR FOLLOWER IS NOT ALWAYS YOUR FAN

Home Moments Notifications Messages Search Twitter




John Garrish
@John_Garrish

Irritable Dolphin Fan, Country Music Purist. Director of Athletic Development & Performance, North Broward Preparatory School & FRU 7s HPP

TWEETS	FOLLOWING	FOLLOWERS	LIKES
2,239	5,001	2,191	6,240

Tweets Tweets & replies Media

Pinned Tweet



John Garrish @John_Garrish · Jan 24
To the athletes that claim they want it but "forget" t
the last time you "forgot" your phone at home? #pr

5 292 512

coach_garrish

Help Secure Your Account

Confirm john.garrish@unt.edu as your email address to help secure your account.

Send Confirmation

Change Email Address

465 posts 15.2K followers 7,145 following

Edit Profile

John Garrish, MS, CSCS, RSCC
North Broward Prep, FRU 7s HPP
Director of Athletic Development & Performance
Head Track & Field Coach
NHSSCA Region 1 Board Member
GarrishJ@NBPS.Org
www.stbaldricks.org/participants/mypage/
917395/2017

SEEKING TWO VOLUNTEER ASSISTANT COACHES
NORTH BROWARD PREPARATORY SCHOOL
COCONUT CREEK, FL
MARCH 2018
MALE & FEMALE MS & HS STUDENTS

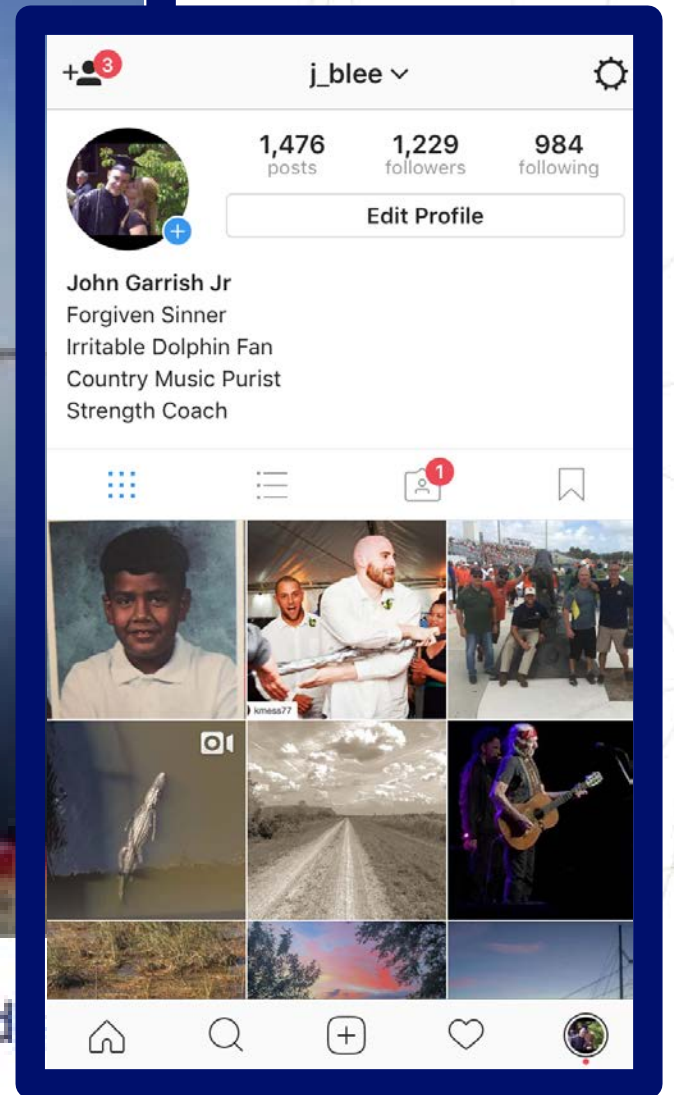


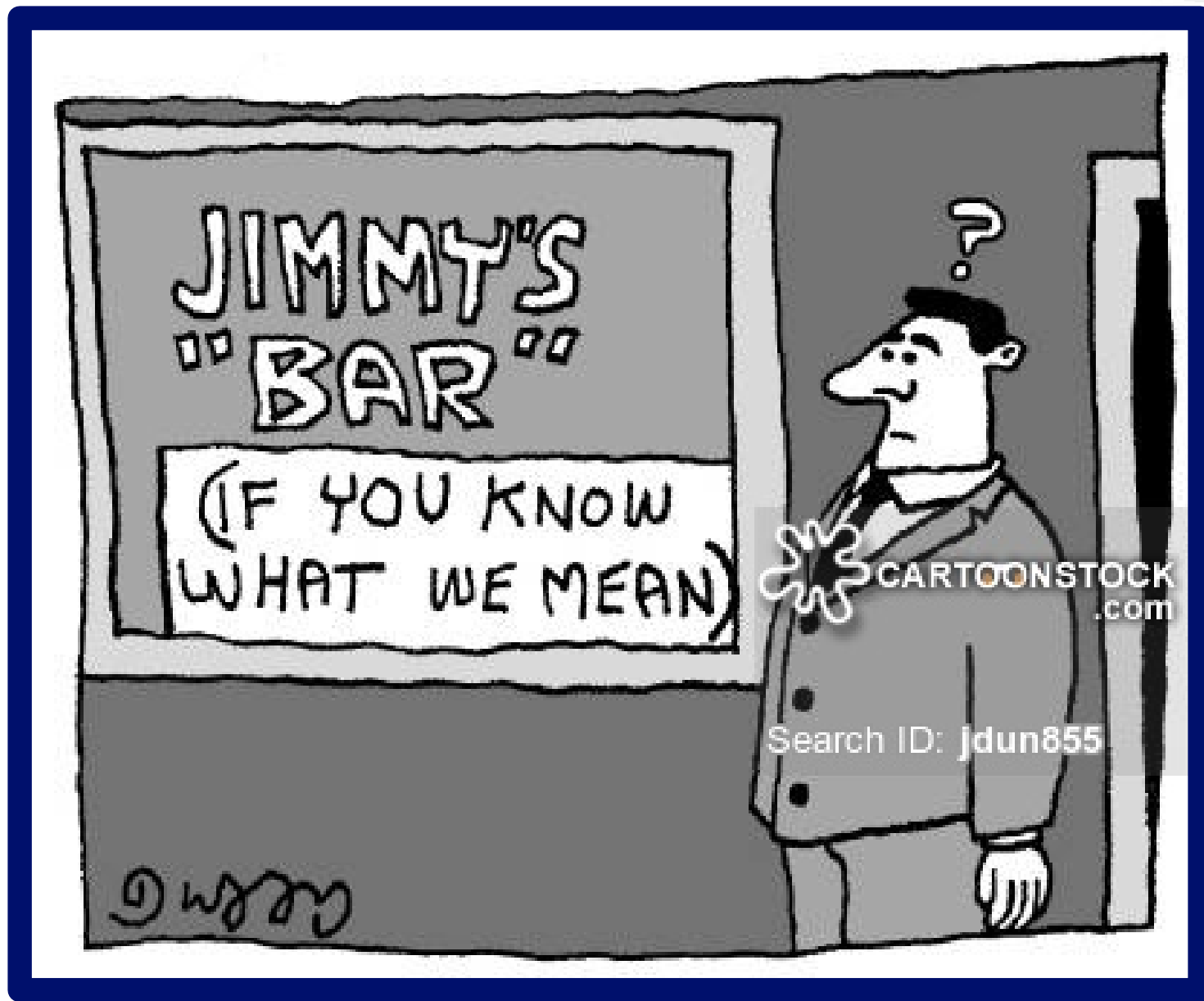
John Garrish Jr.
(JG)

Timeline

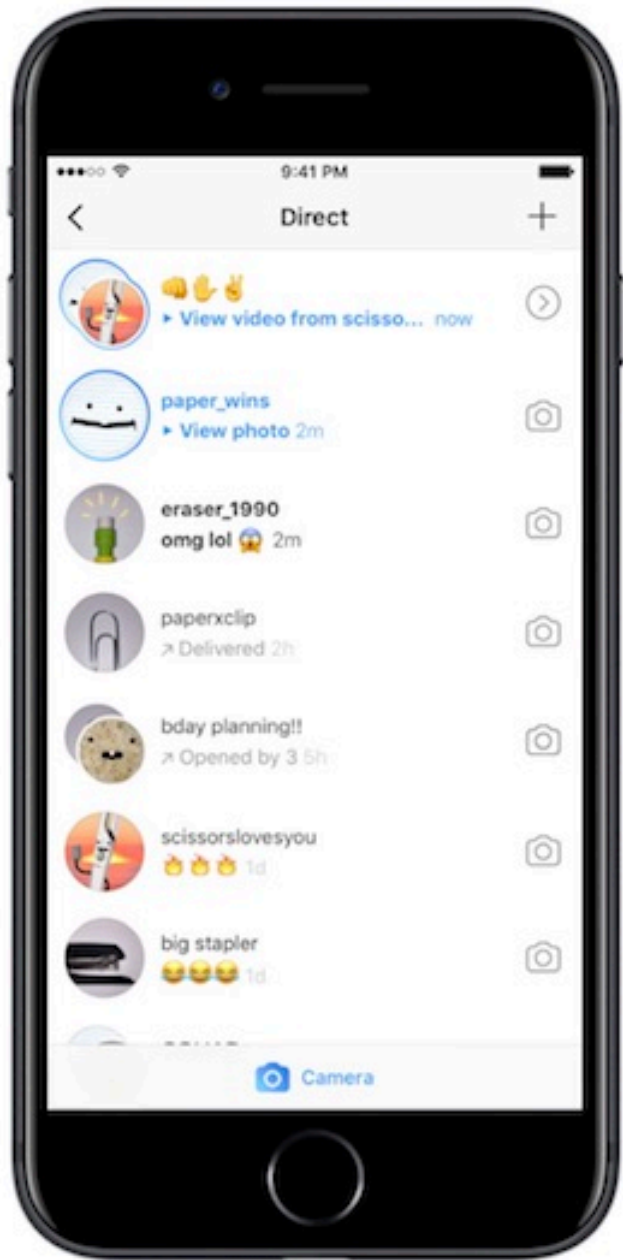
About

Friends











**IS IT EVEN WORTH
IT?**



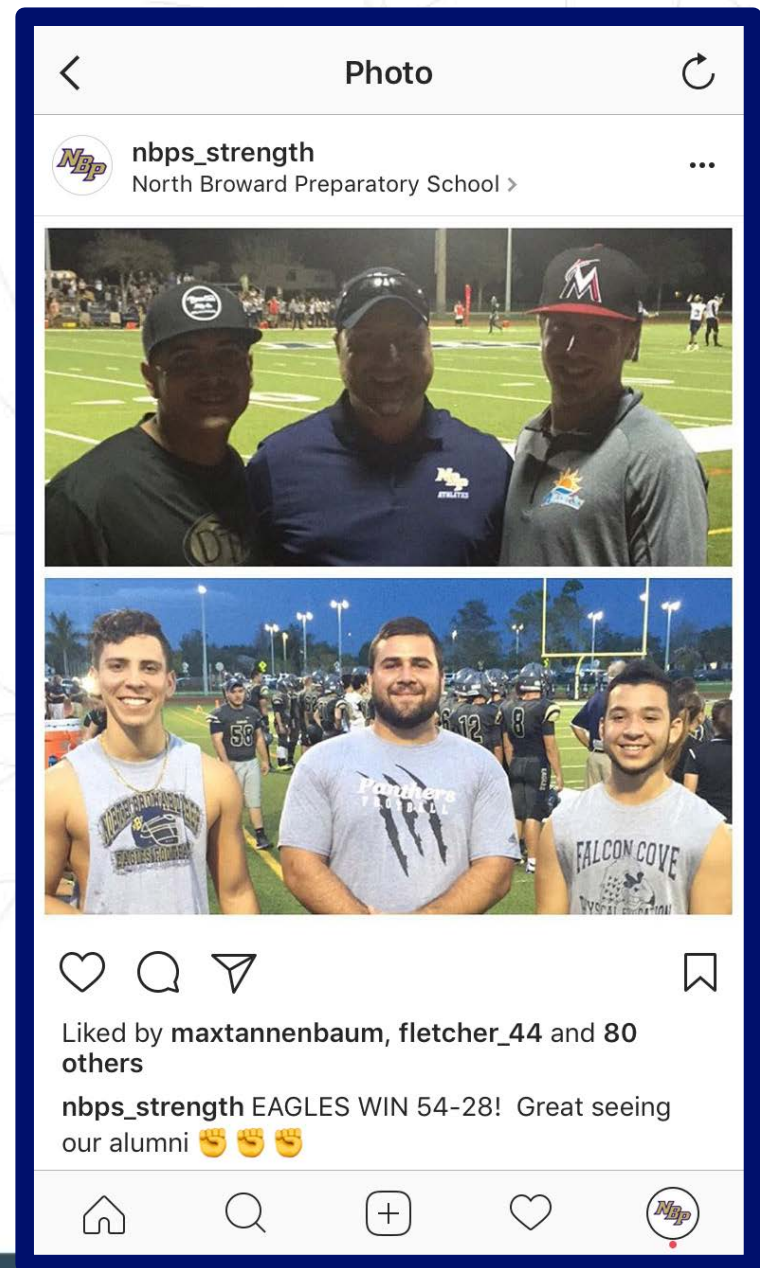
**STUDENT
INTERACTION**

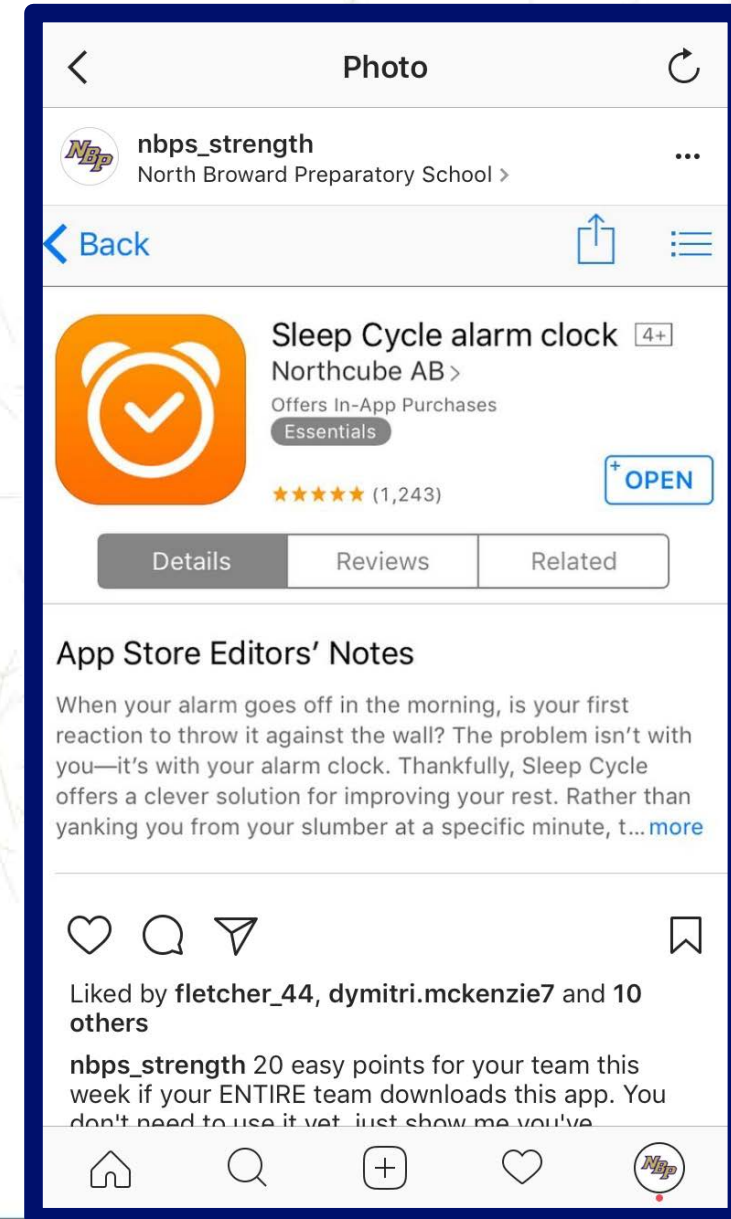
**PERSONAL
INTERACTION**

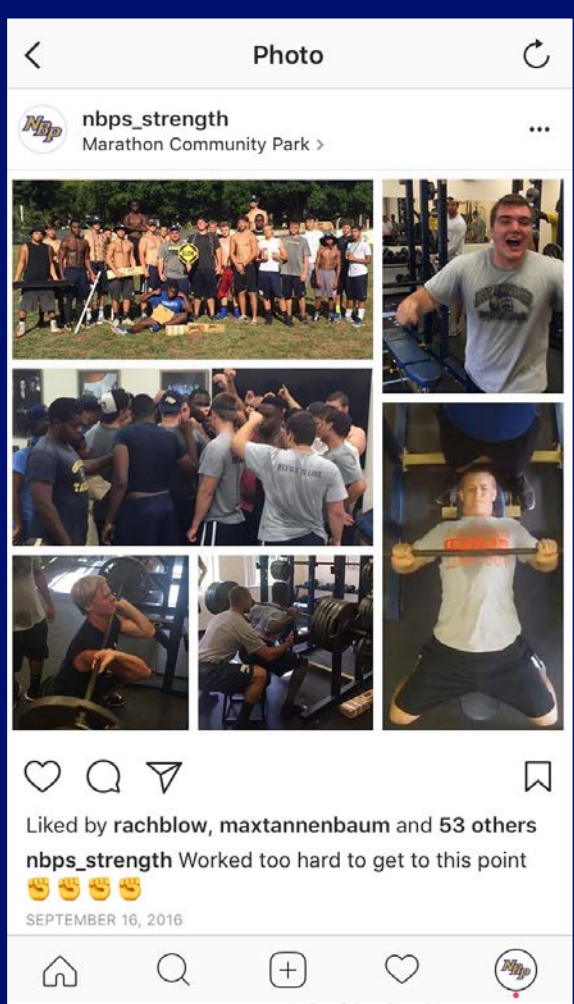
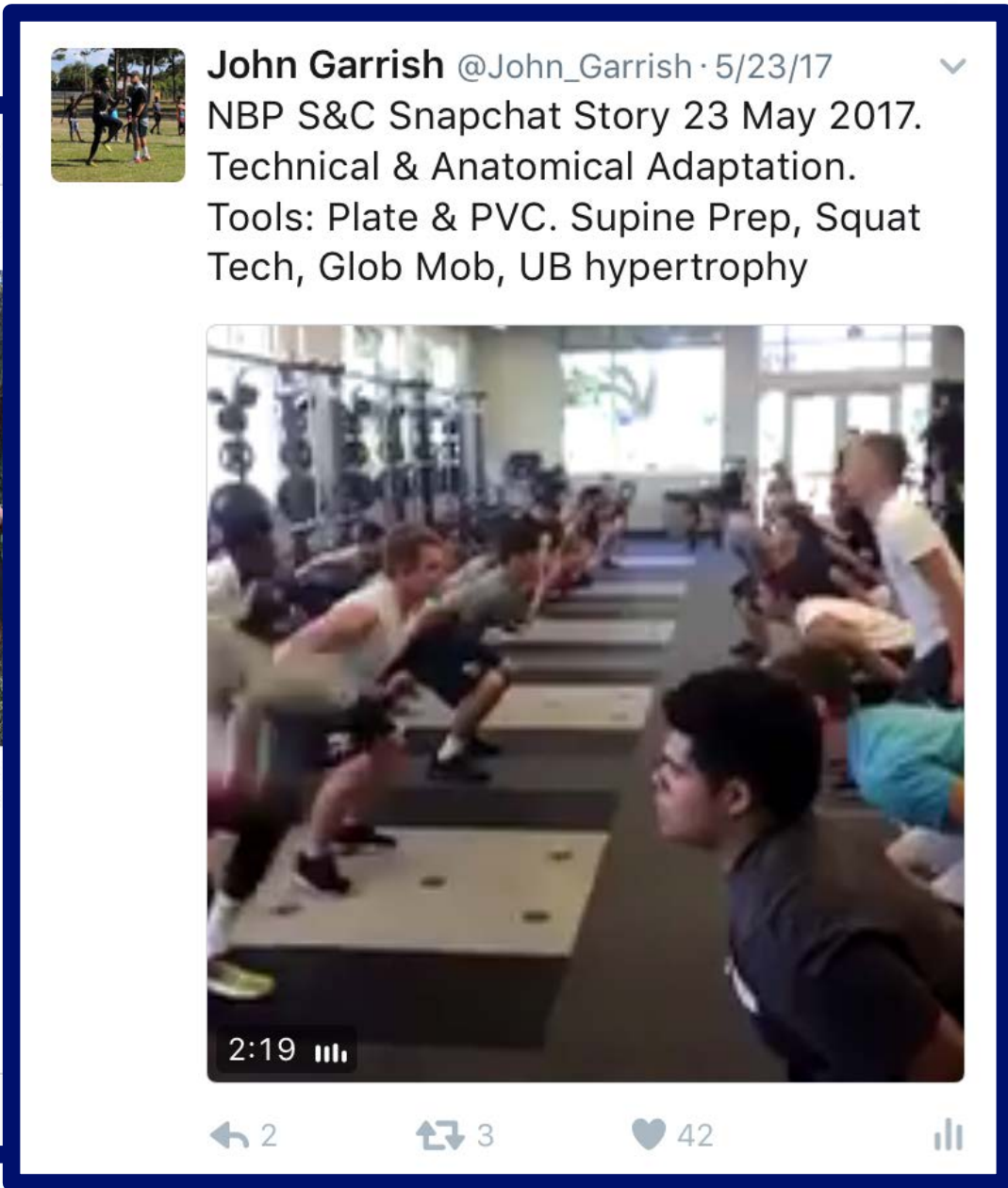
SOCIAL MEDIA

**NETWORK
INTERACTION**

**WHY WOULD I
WANT TO
INTERACT WITH
OUR STUDENTS?**











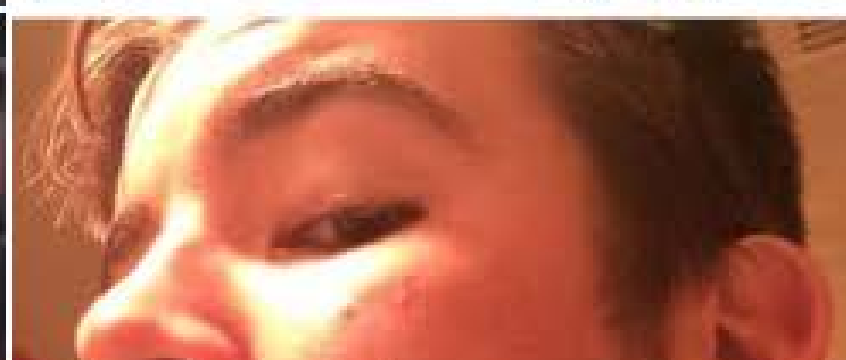
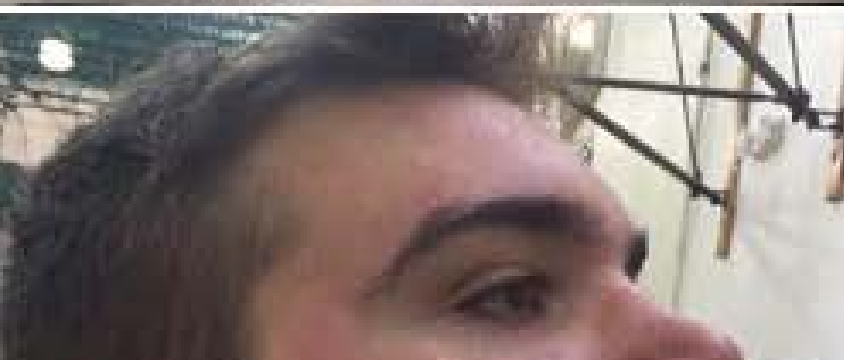
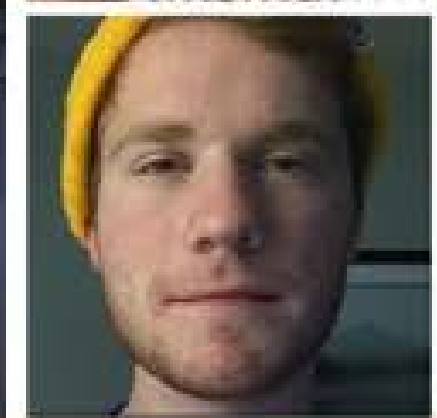
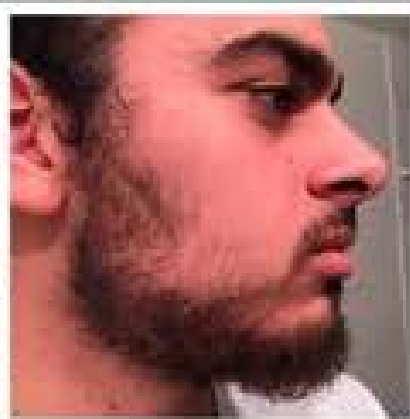
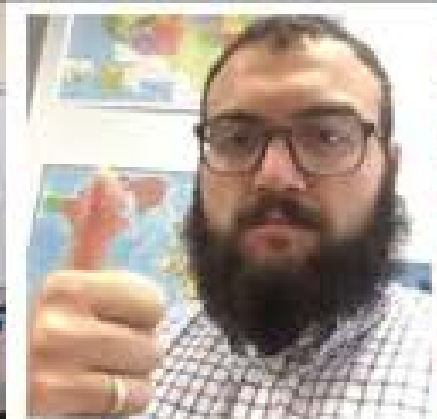
Bro it was
the warmup



nbps_strength ▾



One athlete of character will
improve a team. One team of
character will improve a school.
One school of character can
impact an entire community.



THROWBACK POSTS

COMMUNICATE SCHEDULING

LIGHTEN THE MOOD

ENCOURAGE/UPLIFT

TRACK PROGRESS

SHARE TRAINING REMINDERS

SET EXAMPLE

VALIDATE PROGRAM W. OUTSIDE POSTS

CHALLENGE

PROMOTE ALUMNI

ENCOURAGE HARD WORK

CONGRATULATE

PROMOTE GAMES/EVENTS

RECOGNIZE TOP PERFORMANCES

“CHECK-IN”

PROMOTE CHARITABLE CAUSES

WRITE AND SHARE PROGRAM (TRAINHEROIC)

INFORM PARENTS

“RETWEET” TEACHERS

TECHNICAL INSTRUCTION

RECOVERY SELF-REPORT

“RETWEET” COACHES

PROMOTE BUY-IN

INFORM PARENTS

RECOGNIZE TOP PERFORMANCES

SESSION/DAY PUNCTUATION

EDUCATE

EMPOWER

EQUIP

COMMUNICATING PROGRAM RELATED DETAILS

NUTRITION AND/OR TRAINING FACTS

RECOGNITION OF INDIVIDUAL PERFORMANCES

COMMUNICATION INVOLVING STUDENT, SELF AND PARENT

GROUP VIDEOS OR PICTURES ON OFFICIAL PROGRAM OR SCHOOL SOCIAL MEDIA

APPROPRIATE TWITTER MENTIONS OR INSTAGRAM/SNAPCHAT SHOUT-OUTS

RECORDINGS IN WEIGHT ROOM W/ ATHLETE AWARENESS

DIRECT MESSAGES

TEAM OR GROUP CRITICISM

SELF-DEMO VIDEOS

DISAPPEARING MESSAGES

RECORDINGS IN WEIGHT ROOM W/O ATHLETE AWARENESS

SELF-DEMO W/ INAPPROPRIATE ATTIRE

"INSIDE JOKES" WITH A STUDENT

VIDEOS OR PICTURES OF STUDENT ON PERSONAL SOCIAL MEDIA W/O PARENT APPROVAL

CONVERSATION ABOUT A STUDENT

ANY FORM OF INDIVIDUAL CRITICISM

PERSONAL POSTS ON OFFICIAL SCHOOL PAGE

JOKES ABOUT A STUDENT

RELATIONSHIP DISCUSSIONS/ ADVICE



**STUDENT
INTERACTION**

**PERSONAL
INTERACTION**

SOCIAL MEDIA

**NETWORK
INTERACTION**

**WHY SHOULD I
CHRONICLE AND
SHARE MY LIFE?**

“PROFESSIONAL” LIFE

“PERSONAL” LIFE

SOCIAL



PERSONAL

PROFESSIONAL



SPIRITUAL



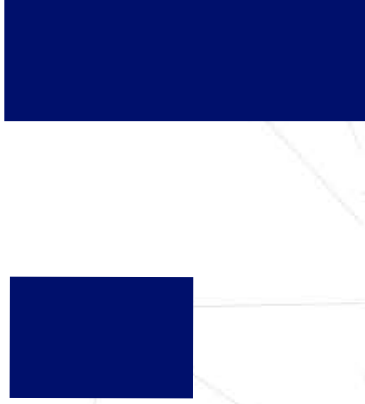
SOCIAL



PERSONAL



PROFESSIONAL



SPIRITUAL





SOCIAL



PERSONAL

SPIRITUAL





VS.



WHAT'S YOUR BRAND?

WHAT'S YOUR PASSION?

WHERE DOES YOUR HEART LIE?











IS IT A SOCIAL MEDIA PROBLEM?

OR IS IT A
~~SOCIAL~~ MEDIA
PROBLEM?

CHRONICLE OF APPROPRIATE INTERACTION W/ FRIENDS AND FAMILY

TRAINING LOG

NUTRITION LOG

MUSIC, CULTURE AND HOBBY PREFERENCES

DAILY JOURNAL AND/OR REFLECTION OF ACTIVITIES

FIELD-RELATED OPINION

PERSONAL ACCOLADES

THROWBACK POSTS

SPORTS OPINIONS

RELIGIOUS BELIEFS

SELF-PROMOTION

POLITICAL OPINIONS

CELEBRITY OPINIONS

OSTRACIZING LANGUAGE

PUBLIC DISPLAYS OF AFFECTION

HOURLY CHRONICLING AND/OR REFLECTION OF ACTIVITIES

G.O.M.S – GRUMPY OLD MAN SYNDROME

DRUNKENNESS, SHIRTLESSNESS, PROFANITY (EVEN RETWEETS)

INAPPROPRIATE INTERACTION WITH FRIENDS AND FAMILY



**STUDENT
INTERACTION**

**PERSONAL
INTERACTION**

SOCIAL MEDIA

**NETWORK
INTERACTION**

**WHY WOULD I WANT
TO INTERACT WITH
OTHER
PROFESSIONALS?**



RETWEETS

3,338,970

LIKES

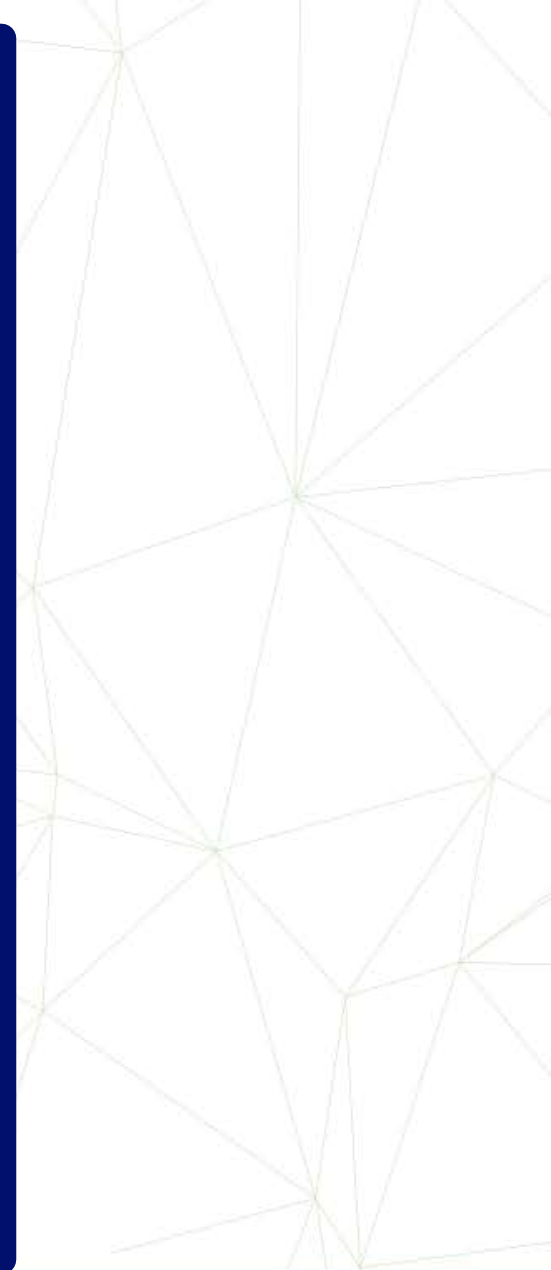
2,162,549



4:06 AM - 3 Mar 2014







SHOW REVERENCE AND DEFLECT ACCLAIM TO YOUR MENTORS

CONGRATULATE, THANK, COMMEND AND APPRECIATE SENIOR COACHES

GET PERSONAL, ASK QUESTIONS

PROMOTE THE PROFESSION

PROMOTE OTHER COACHES AND PROGRAMS (FIND SOMETHING!!)

PROMOTE STAFF

PROMOTE STUDENTS, SCHOOL, PROGRAM AND ALUMNI

MARKET YOURSELF

SHARE CONTENT

POST JOB OPENINGS

SEEK ADVICE

PROMOTE YOURSELF

FORCE CONTENT

INQUIRE ABOUT JOB OPENINGS

SEEK APPROVAL

MASK PRODUCT PROMOTION W/ PROFESSION ADVANCEMENT

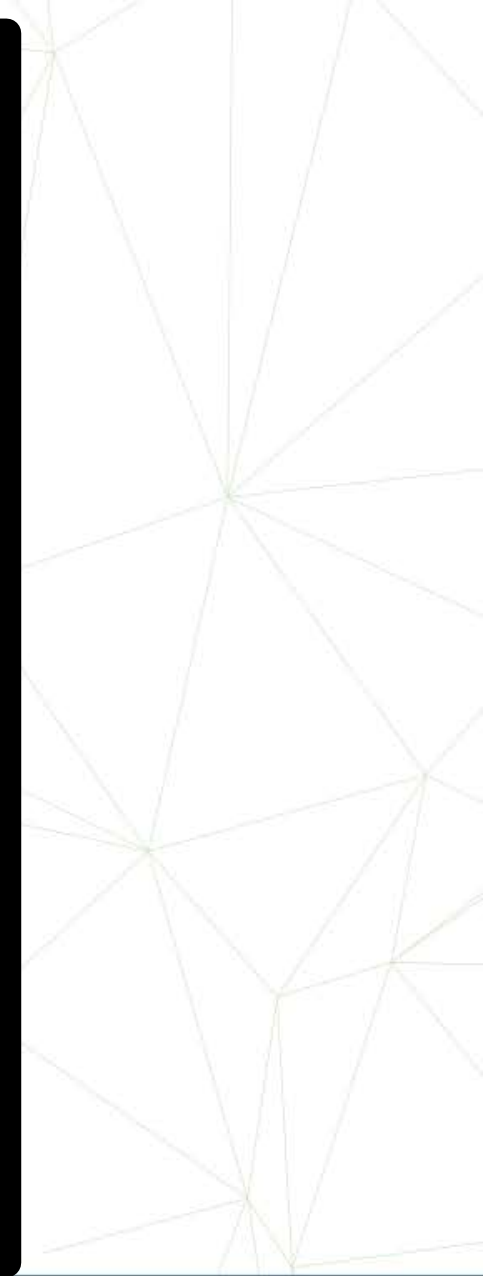
EXPRESS NEGATIVITY ABOUT OWN CAREER, POSITION, LOCATION OR PROFESSION

USE STUDENT-ATHLETES FOR PERSONAL GAIN

ASK FOR VIEWS, RETWEETS, SHARES, FOLLOWS OR COMMENTS

DEVALUE OR MINIMIZE YOURSELF

PROVIDE UNSOUGHT FEEDBACK



“WHO TOOK A CHANCE ON YOU?”

—RYAN HORN

- NHSSCA
- DOUG BULL
- MONTE SPARKMAN
- RICHLAND HIGH SCHOOL
- NORD ANGLIA EDUCATION
- NORTH BROWARD PREPARATORY SCHOOL
 - DELRAY BEACH SPORT EXHIBITORS
 - FLORIDA RUGBY UNION
 - PETE ABBEY — PRAIRIE VIEW A&M
- BRANDON BEACH — BRIDGEWATER COLLEGE
 - JOHN CARTER
- FRED EAVES — BATTLEGROUND ACADEMY
 - MATT GIFFORD — NX LEVEL
- KYLE GILBERT - WINDERMERE PREP
 - ED GRAYER - ST. LOUIS RAMS
 - HR GREER — MANSFIELD LEGACY
- BRENDAN KELSO — UNIVERSITY OF NORTH TEXAS
 - MICAH KURTZ — AC FLORA HIGH SCHOOL
 - MATT MCGETTIGAN — AIR FORCE ACADEMY
- CHRIS SEROKA — UNIVERSITY OF NORTH TEXAS
- MATT SHADEED — ARKANSAS STATE UNIVERSITY
- GARY SCHOFIELD — GREATER ATLANTA CHRISTIAN SCHOOL
 - DAVE TREVINO — DALLAS BAPTIST UNIVERSITY
 - CARL VALLE
 - FRANK WINTRICH — UNIVERSITY OF VIRGINIA
 - MEGAN YOUNG - AUBURN UNIVERSITY

THANK YOU!

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GARRISHJ@NBPS.ORG



@COACH_GARRISH



@JOHN_GARRISH



@NBPS_STRENGTH



JOHN GARRISH JR



THE STRENGTH COACH'S COLLECTION

QUESTIONS?