

PROTECTING BRAND YOU ON FACEBOOK

Kevin Long, CEO of MVP Sports Media Training, delivers an engaging yet sobering presentation to your student-athletes about protecting their brand on social networking pages –designed to maximize the message within their attention span.



Highlights include:

- Current trends in human resources regarding screening backgrounds, including social networking sites
- Common misunderstanding athletes and other students have about who owns the content they post on social networking sites
- Personal security and identity theft problems that arise from info posted on social networking sites
- High-profile social networking gaffes that have cost people their jobs, endorsement contracts and their scholarships
- Shocking photos posted on student-athletes social networking pages



"MVP's presentation was outstanding. You captured their attention for the entire time. The message you gave them about both the positive and negative sides of social networking showed them the importance of being concerned about their online reputations. Consider this my highest recommendation."

Sherard Clinkscales, Associate Athletics Director



"MVP's presentation provided our student-athletes with a deeper understanding of how to use social networking outlets. MVP's presentation encourages the audience to use wisdom and responsibility while expressing their thoughts, views, and feelings through Facebook, Twitter, etc."

Brian Clark, Academic and Student-Athlete Development Coordinator



"Your presentation was an invaluable tool for our coaches and staff. Your ability to find real examples of poor decisions student-athletes make on their social web pages provides a phenomenal teaching opportunity. Our student-athletes were surprised you could so easily locate information on their social sites. Many students do not clearly understand what postings are harmful to their future"

Monique Bernoudy, Associate Athletics Director



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