



UNIVERSITY OF CENTRAL ARKANSAS ATHLETICS

October 15, 2012

Kevin Long of MVP Sports Media Training came to the University of Central Arkansas on October 8 and did a presentation on "Protecting Brand You".

Kevin did a great job on the presentation. He connects with "today's generation" very well!! The slides he presents to the student-athletes about Facebook and Twitter are very relevant and up to date. He does a great job of making sure the student-athletes are aware of the benefits of Social Media and he also shows them the "downside" of Social Media.

I would highly recommend bringing Kevin Long to your campus!!

Natalie Shock

Assistant Athletic Director/SWA

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