



# TRACKING INFLUENCE

**SPEED, STORYTELLING,  
AND THE POWER OF  
SOCIAL MEDIA**



josh\_herrin   
Ice Cube • Do Ya Thang



josh\_herrin @binkybro looking good!  
11w



brewwatches Smooth!   
11w 2 likes Reply



wherzneural   
11w 1 like Reply



geargrinderchris   
11w 1 like Reply



marjilkilgus   
11w 1 like Reply



binkybro Soooooo good!  
11w Reply



nizzysmama   
11w 1 like Reply



mattfisler b  
11w 1 like Reply



alsherl

JOSH HERRIN / MOTOAMERICA



# INTRODUCTION

## *THE IMPORTANCE OF SOCIAL MEDIA FOR ATHLETES IN INDIVIDUAL SPORTS*

- BUILDING A PERSONAL BRAND AT A YOUNG AGE
- INCREASING VISIBILITY FOR TEAMS, SERIES, AND SPONSORS
- GROWING AN AUDIENCE AND MAXIMIZING ENGAGEMENT
- ENCOURAGING POSITIVE ENGAGEMENT AND PROFESSIONALISM
- CHALLENGES AND PITFALLS FOR YOUNG ATHLETES
- INTRO TO MOTOAMERICA
- POSTING TIPS

### *SOMETHING TO CONSIDER:*

*YOU'RE NOT JUST RACERS OR COMPETITORS,  
YOU'RE BRANDS IN THE MAKING.*



***SOMETHING TO CONSIDER:***

***START BUILDING WHO YOU ARE NOW,  
NOT JUST AS A RACER, BUT AS A  
PERSON FANS CAN CONNECT TO.***



***BUILDING A PERSONAL  
BRAND AT A YOUNG AGE***

- IN A COMPETITIVE LANDSCAPE, DIFFERENTIATION IS A STRENGTH
- CONSISTENCY IN MESSAGING
- AUTHENTICITY
- EXAMPLES OF YOUNG ATHLETES ACROSS DISCIPLINES: RACING, TENNIS, GOLF, OLYMPICS

## ***SOMETHING TO CONSIDER:***

***THINK OF YOUR FEED AS A DIGITAL RESUME.  
EVERY POST BUILDS YOUR REPUTATION.***

# ***INCREASING VISIBILITY FOR TEAMS, SERIES, AND SPONSORS***



- SOCIAL MEDIA IS A PORTFOLIO OF YOUR SKILLS, CHARACTER, AND PERSONALITY
- ENGAGEMENT IS A DRIVER IN SPONSORSHIP DEALS AND LEADS TO ORGANIC GROWTH
- MANY ATHLETES HAVE SECURED A RIDE, OR RETAINED ONE WITH THEIR DIGITAL PRESENCE AND PR SKILLS A LEVERAGING POINTS

# ***GROWING AN AUDIENCE AND MAXIMIZING ENGAGEMENT***

- HIGH-QUALITY, ENGAGING CONTENT
  - TRAINING, BTS, Q&A, PERSONAL INSIGHTS
- UTILIZING MULTIPLE PLATFORMS EFFECTIVELY
  - IG, TIKTOK, X, YOUTUBE
- ENGAGING WITH FOLLOWERS
  - COMMENTS, LIVE Q&A, ETC
- COLLABORATING
  - ATHLETES, CROSS-PROMOTION

## ***SOMETHING TO CONSIDER:***

***YOUR RACING IS YOUR CORE, BUT THE WAY YOU  
SHARE IT IS WHAT WILL MAKE PEOPLE CARE***



**SKY BROWN / SURF AND SKATE MEDALIST**



# ENCOURAGING POSITIVE ENGAGEMENT AND PROFESSIONALISM



- SPORTSMANSHIP AND PROFESSIONALISM
  - IMPACTS PERCEPTION AND CONSIDERATION
- MANAGING NEGATIVE FEEDBACK AND CRITICISM
  - ON AND OFF TRACK, AND ONLINE
- WORKING WITH MENTORS OR MANAGERS FOR BRAND SAFETY AND FOCUS
- CLEAR MESSAGING AND CONTROVERSY AVOIDANCE

 **ASTON MARTIN ARAMCO F1 TEAM**

***SOMETHING TO CONSIDER:***

***BEING PROFESSIONAL ONLINE IS JUST AS IMPORTANT AS BEING FAST ON THE MOTORCYCLE.***

# CHALLENGES AND PITFALLS FOR YOUNG ATHLETES

- BALANCING PERSONAL AND PROFESSIONAL IDENTITIES
- DEALING WITH NEGATIVE COMMENTS
- AVOID POTENTIAL MISTAKES THAT COULD HARM REPUTATION
  - INAPPROPRIATE POSTS, REACTIONS, OR EVEN ASSOCIATIONS
- MENTAL HEALTH CONSIDERATIONS WHEN MANAGING A PUBLIC PERSONA

## ***SOMETHING TO CONSIDER:***

***YOU'RE GROWING UP IN FRONT OF AN AUDIENCE. CHOOSE YOUR VOICE WISELY AND BALANCE APPROPRIATELY.***



 **NIGEL SYLVESTER / BMX ATHLETE**



 **POL TARRÉS / YAMAHA FACTORY RIDER**



## MotoAmerica Team

Tabitha Cook - Sr. Social Media Manager

Doug Hamann - Managing Director Content Production

Paul Carruthers - Communications Manager

Sean Bice - Content Manager

Tucker Scott - Video Project Manager

Will Stengel - Videographer

Shane Pacillo - Head of Media and Promotions



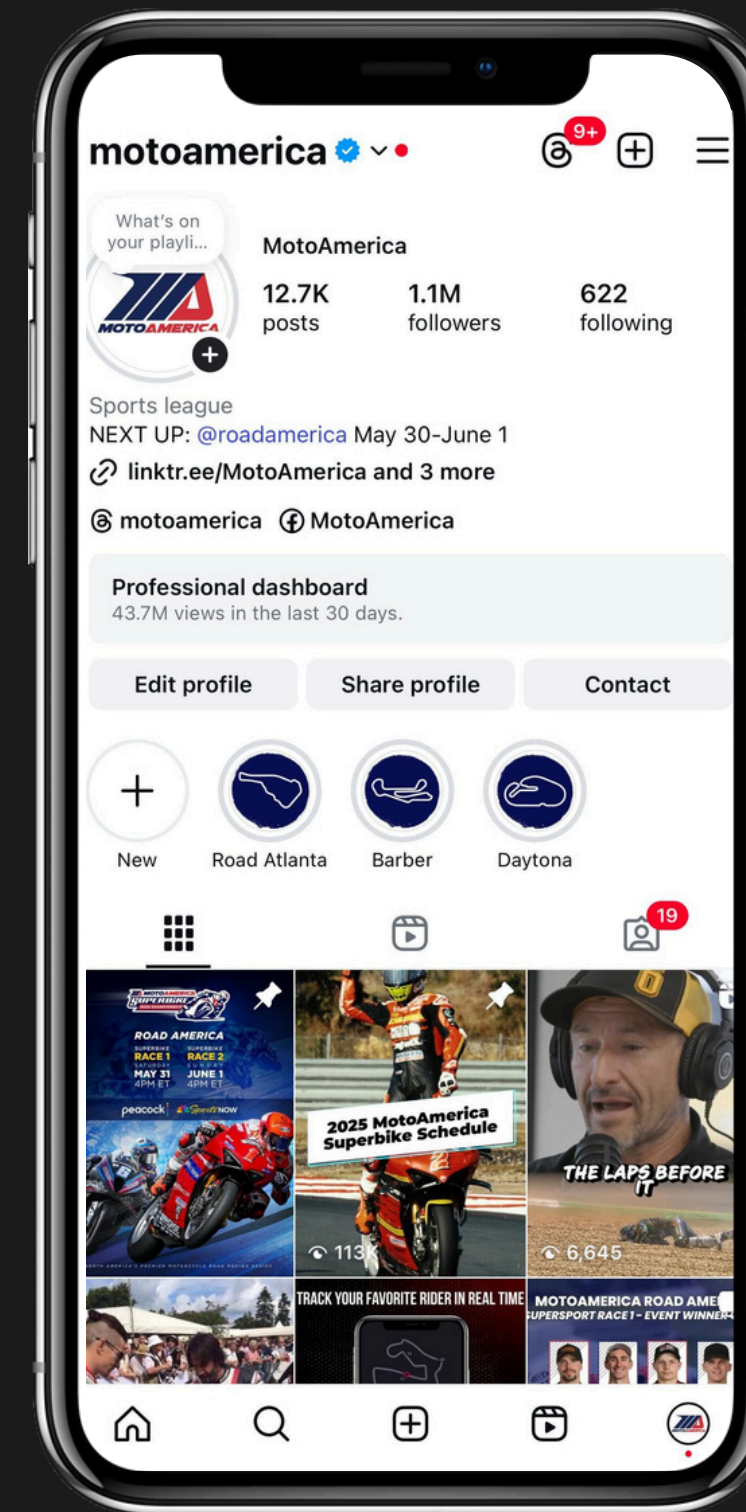
***MOTOAMERICA***  
***AS A RESOURCE FOR GUIDANCE AND CONTENT***

## MotoAmerica Opportunities

- MA Watermark Logos
- Race highlights from WSC
- IG collabs with MotoAmerica
- Generation Speed episode teasers

- Post consistently
- Include trending audio on photo carousels
- Post reels (reels reach non-followers)
- Double check crop on photos before posting
- Include 3-5 hashtags on what your post is about (Ex. #motorcycle)
- Personalize trends to fit your brand/style
- Share personal stories, let fans know who you are (share struggles and successes)
- Follow, like and comment with your heroes/and other like-minded riders/athletes

# QUICK POSTING TIPS





## ***SOMETHING TO CONSIDER:***

***YOU DON'T NEED MILLIONS OF FOLLOWERS. YOU NEED THE RIGHT KIND OF FOLLOWERS.***

- LONG-TERM BENEFITS OF STRATEGIC SOCIAL MEDIA USE
- HOW EARLY ADOPTION AND PROPER MANAGEMENT SET ATHLETES UP FOR SUCCESS
- TIPS ON MAINTAINING A STRONG, AUTHENTIC, AND ENGAGING PRESENCE

# ***CONCLUSION***



# THANK YOU

