

## Connecting on Twitter

### 1. Create a Twitter “Recruiting Account”

- Use a clear face picture for your Profile Photo.
- Use a sport-specific picture for your Header Photo.
- Link a video for college coaches to view in your Profile.

### 2. Use the Playced Matching Engine to Identify “My Favorite Colleges”

- Build a list of at least 30 colleges that interest you as a student athlete.
- Include dream, realistic and fallback schools on that list.
- Pursue more realistic schools than the others.

### 3. Connect With Coaches From Your “My Favorite Colleges” Using Your Twitter “Recruiting Account”

- Follow the coach and program Twitter Accounts of your “My Favorite Colleges”.
- Connect with all of the coaches on each school’s staff.
- Once a coach follows you back, send a direct message to that coach expressing interest in their program.