



# Student-Athletes And Social Media: Materials, Notes, And Guidelines

*Adam S Juratovac*

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As a former student-athlete, professional football player, attorney, and social media consultant, Adam S. Juratovac is an expert on how student-athletes can use social media to build their personal brand, share marketable content, and position themselves for post-collegiate success. *Student-Athletes And Social Media* is the book every student-athlete, parent, and athletic department needs to ensure student-athletes are using social media strategically. In it, Adam shares the social media lessons he learned as a player, and strategies he developed while working with professional athletes to develop their online brands.

This instructive guide is full of real-world examples and actionable tips that teach student-athletes how to use social media to benefit their athletic and post-athletic careers. It educates the next generation of athletes about social media branding, how "being social" can be used for business networking, the ways in which shared content can benefit the community, and more.

In addition to Adam's expert advice, *Student-Athletes And Social Media* offers a range of valuable input from a host of digital and sports marketing pros. It is the tool every student-athlete needs to thoughtfully leverage the content they are sharing--and to avoid being a "social media fail." *Student-Athletes And Social Media* is a must-read for athletes, sports professionals, and university athletic directors who are interested in harnessing the power of social media to shine a positive light on themselves, their team, and their organization.

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