

# Athlete Social Media Guide 2024

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1.

# Introduction

Races. Training. Rehab. Prehab. Weights. Interviews. We know that the life of an athlete is busy enough without adding social media to the mix. But there's lots to be gained from being more intentional about your social media and it doesn't have to be hard (we promise!).

**Social media allows you to share your journey, to build a personal brand outside of just what happens on the track and to dictate the narrative of your own career. Plus, it can make you more attractive to potential sponsors too.**

Let's get started.

## Got the social media scaries? We've got you.

MYTHS ❌	TRUTHS ✅
<p>I need to start a TikTok and a YouTube immediately. The more channels the better.</p>	<p>You don't have to use every channel to have a good presence online. It's about building your brand.</p>
<p>I need to share my entire life on social media even if it makes me uncomfortable.</p>	<p>You don't need to share everything to be authentic. Take the time to figure out which parts of your journey you want to share and focus your content on those things.</p>
<p>My social media matters more than my performances on the track, trail and road.</p>	<p>Your racing performances are always the most important thing but social media can be a cool way to show the world your personality and value outside of race results.</p>
<p>I need to know about photography and video editing to be "good" at social media.</p>	<p>In-app editing tools and helpful apps like CapCut (don't worry, we'll explain more later!) can make it really accessible for everyone to create content.</p>

# 2. General Guidelines

## Brand guidelines

**Brand name:** We are **On**, not On Running or On Cloud.

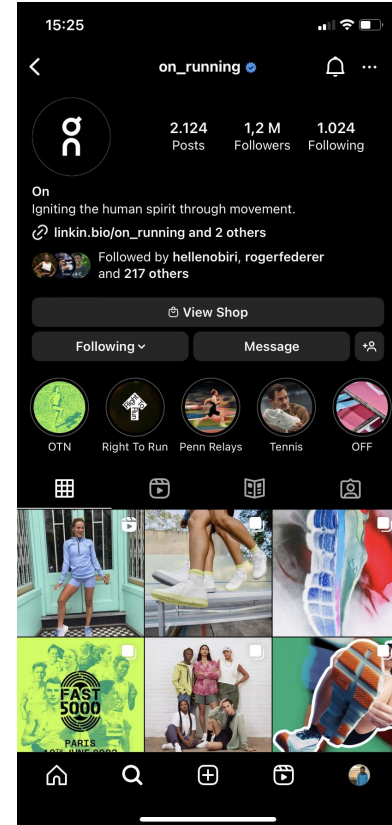
**Bio:** Update your bio with ‘@on athlete’

**Handles:** Please, follow us and tag our official global channels if you’re highlighting anything to do with us.

Our handles are:

- **Instagram** → [@on](#)
- **Threads** → [@on\\_running](#)
- **Twitter** → [@on\\_running](#)
- **Facebook** → [On](#)
- **Strava Club** → [On](#)
- **TikTok** → [onrunning](#)

**Hashtags:** Use [#On](#) and [#DreamOn](#) when sharing content from the brand.



## Legal requirements

Our legal advice when posting Ads or gifts from brands...

- **Be transparent with your fans:** advertising content should be separated from the rest of your content and clearly tagged with an “Ad”.
- You have to indicate this whenever there’s an agreement or commitment with a brand, even if you’ve been **gifted** with products or experiences.
- **Exceptions:** when the asset makes clear it’s an ad and genuine product recommendation.
- Read full info [here](#)

DO'S ✓	DON'TS ✗
<p>Specific wording should be used for social media disclosures:</p> <p>#ad #paidad #sponsored #my company</p>	<p>Without further information, the following is not considered sufficiently clear:</p> <p>#employee #Thanks #collab #sp #spon #ambassador #Thanks to XYZ #in cooperation with XYZ</p>



## Posting frequency

**You don't need to post everyday, but choose a cadence that allows you to post regularly. The algorithm will thank you.**

### Instagram

On Feed, you can set a frequency of 3 posts/week: Monday, Thursday and Sunday.

### Instagram Stories

You can post more often there, once every one or two days. Repost content that you like, extend infos from your Feed posts, talk to the camera...

### Twitter

This channel allows you to post more frequently.

Retweet and engage with your colleagues, brands you work with, and accounts you like.

Share thoughts in text form, no need to add photos or videos.

### Tiktok

This channel will require more effort on your side.

To start with, follow other athletes and Tiktokers to get inspired.

# 3. Instagram

## What to do:

Share your story and keep fans up to date with your racing and training.

## Authenticity is key 🗝️

If a piece of content feels forced or cringy, it's probably not the right thing to be publishing. As much as you can, try to show up in a way that reflects who you are in real life. People will know when you're not being real.

## Give video a try, you might be surprised 📹

We get it, video can feel intimidating but it's not as hard as it looks. Try capturing short clips as you go through your day and creating a Reel or asking someone to capture a few videos from your workout. It can be as simple as a slow-mo video of you doing some strides – people love something real and unedited.

## Decide what you want to be known for 🗣️

What do you want people to think about when they see your name on a startlist? This is your chance to control the narrative about you – you don't have to share your entire life. Find the topics that are interesting and important to you, that could be anything from sharing recipes, discussing mental health, or simply demystifying the life of a pro runner.



## Content creation tips

### Make use of the in-app templates for Reels

Video doesn't have to be complicated. Instagram offers a lot of templates where you just pick a format and drop your video clips or photos in.

### The shorter, the better

Try your Reels to be less than 1 minute long. The app is made to keep scrolling so attention from people is low.

### Take up space

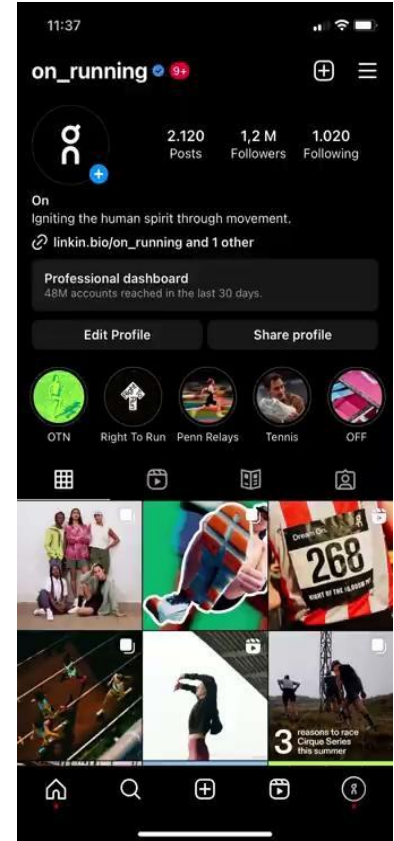
An easy way to get more engagement is to make sure your content gets seen – when possible, post video content that's vertical and photos that are 4x5 (i.e. the maximum vertical crop that Instagram allows).

### Pick a cover image

If you're sharing a Reel, you get to choose a cover image. Think about which photo or section of the video might capture people's attention.

### Start with a bang

Instagram won't show people more than a few sentences of your caption, unless they click to read more, so make sure those first few sentences are eye-catching.



## Switch to a creator account: the Why

If you become a creator account, it will be easier to control your online presence, understand your growth and manage your DMs. It's easy and quick!

**NOTE:** Switching to a creator account will make your account **public** if it is currently private.

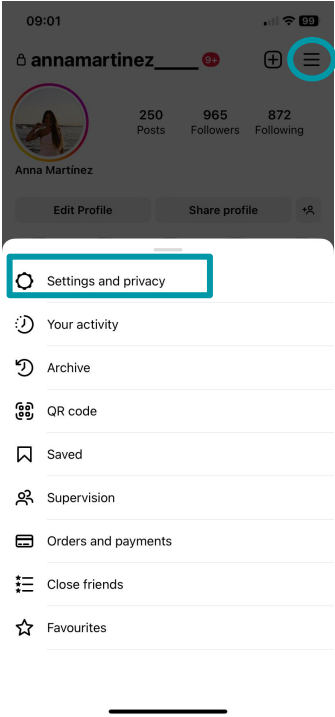
Some of the benefits of a creator account include:

- **See growth insights:** This can help you understand what content helps grow your audience as you'll have access to an in-depth insights dashboard where you can see data on your followers and how they engage with your content.
- **Access a secondary Inbox:** You'll have access to an inbox with Primary and General tabs – think about it like your gmail with important emails at the top – which will help you organise your messages and control notifications.
- **Utilise saved replies:** If you get a lot of similar DMs, you can use this feature to quickly reply.

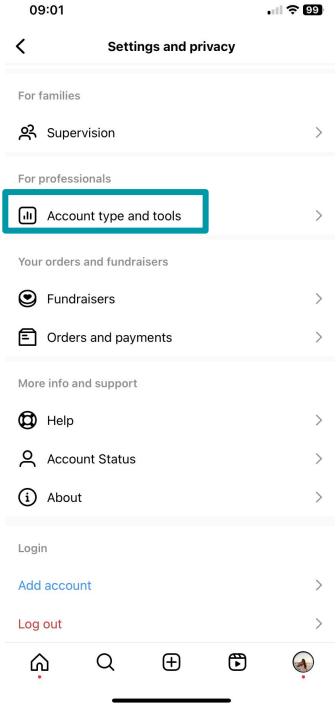
[Guide to switching to a creator account.](#)

# How to switch to a creator account

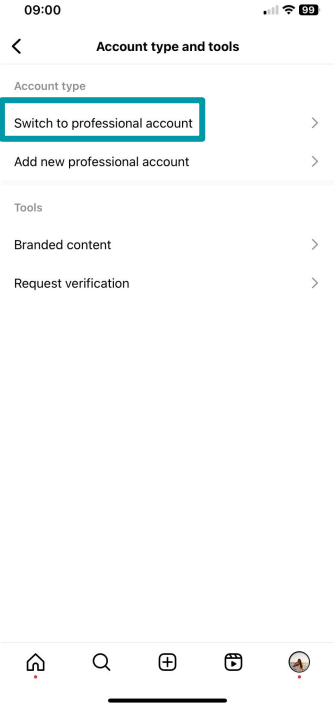
1.



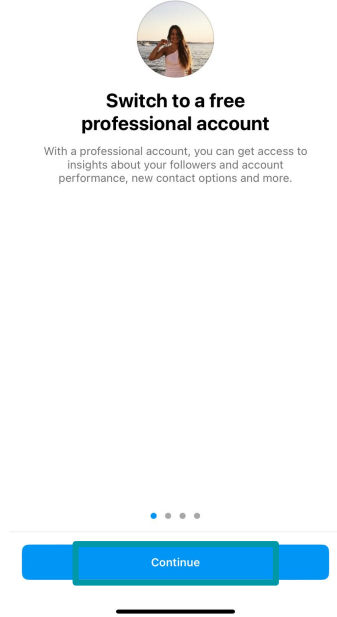
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3.



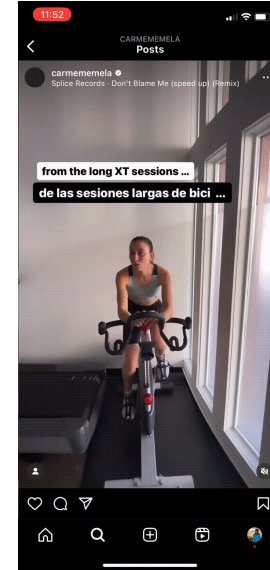
4. X



## Examples of Best Practices



**What makes this good?** Simple video that didn't require any fancy editing or expert videography. Fun caption that shares a bit of an insight into training + real life as well as giving a shout out to a sponsor.



**What makes this good?** The journey of an injury is relatable to most runners and the Carmela uses in-app editing which will boost it in the algorithm. It's simple but effective.



# 4. Twitter

## What to do:

Share funny insights and opinions on the sport, get involved in conversations.

## Why Twitter?

### It's easy to post 🖋️

Compared to the other major social media platforms – TikTok, YouTube and Instagram – Twitter makes posting really simple. No need for a photo or video (although it can help!). If you have something you want to share, you can simply type it up and post.

### You can engage directly with fans and media 🤝

While this is possible on other platforms, Twitter is all about conversation. Whether that's with other athletes, media or fans, you get to directly interact with other people in the sport.

### Reach new fans 📈

Twitter's algorithm will show your content to people who already follow similar topics. For example, if you're tweeting about the Boston Marathon, you'll reach people following that topic. And media outlets and other athletes can also easily reshare your tweets with their followers.



**Klecker** @JoeKlecker · Feb 15

Dathan and Kalin Ritzenhein's most impressive work



**Oliver Hoare** @ollie\_hoare97 · Mar 15

Yes. If you follow middle distance particularly. Also it would be nice if media focused more on the broader range of competitors rather than one. The US has one right now that has more swagger. The dude owns a tortoise and drives around in yellow electric mustang.



**Michael Johnson** @MJGold · Mar 15

Are there any other current distance runners with the swagger of Ingebrigsten? [twitter.com/WorldAthletics...](https://twitter.com/WorldAthletics...)



7



17



417



82.2K



## Content creation tips

### Follow, follow, follow

Follow your favorite athletes, running media, governing bodies like World Athletics – these are the accounts that will be talking about the sport. See what they're posting, quote tweet them, reply in the comments and have fun joining the conversation.

### Horizontal is king

Unlike Instagram and TikTok, Twitter crops videos horizontally so if you want to take a video just for Twitter, consider taking a landscape video.

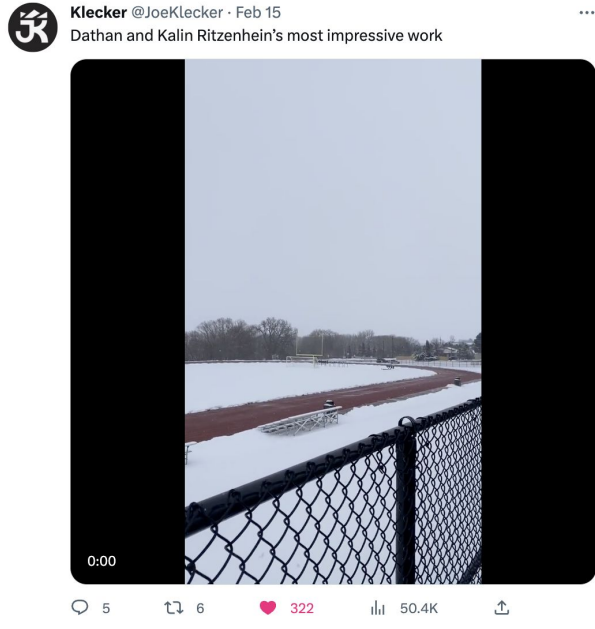
### Think before you post

It's easy to get carried away on Twitter and say something you'll later regret. Take a minute before hitting "post" to think: Am I happy for this content to be attached to my name forever? How will this content impact the sport and my sponsor? Could it be misunderstood?

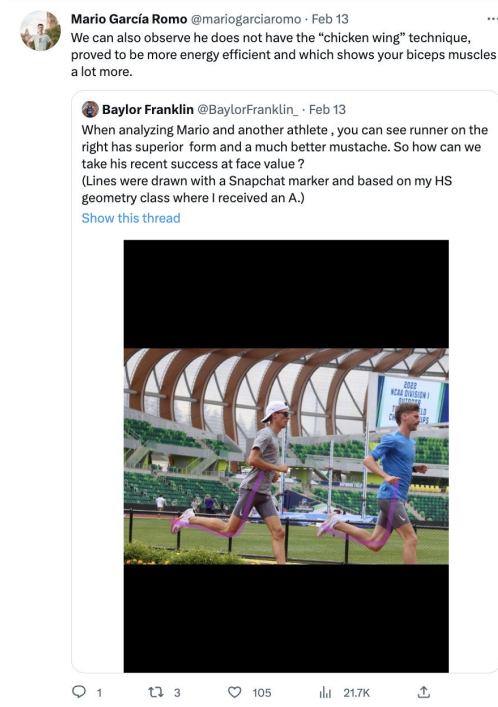
### Decide on a topic

Building a following on Twitter is all about having a topic that you share opinions and insights on. That's most likely to be running for you so make sure you're following other people in the running space.

## Examples of Best Practices



**What makes this good?** Sharing a glimpse behind the scenes that fans wouldn't be able to get elsewhere. Short but funny caption.



**What makes this good?** Engages with an existing tweet that is accusatory and negative in a fun way that totally changes the tone of the conversation and shows personality.

# 5. TikTok

## What to do:

Entertain your audience with creative and fun content.

## **Content creation tips**

### **Stay on trend**

This might be the most important thing when it comes to TikTok – trends are king and will help you reach new followers. But how do you find out what's trending? You can find simple round-ups of trends on websites like [Later](#) who create a weekly trend summary.

### **Give CapCut a try**

CapCut is a simple editing tool that makes creating TikTok videos super easy. It has lots of trending templates so you simply have to add the photos and/or video clips and it will make the video for you. Plus, it integrates directly with TikTok.

### **Tell a story**

Storytelling is at the heart of TikTok. And a good story can come from anywhere. Some best practices include structuring your videos like a story with a beginning, a middle, and an ending. You want your viewers to stay with you until your video ends, so really think about innovative ways to tell your stories.

### **It's all about the sounds**

Sound is just as important as your visuals when it comes to creating videos. Think about what sound will complement your video. Maybe it's a sound associated with a trend – take a look at what's trending and see if you can incorporate one of those sounds.



# Examples of Best Practices



## [Nikki Hiltz](#)

### **What makes this good?**

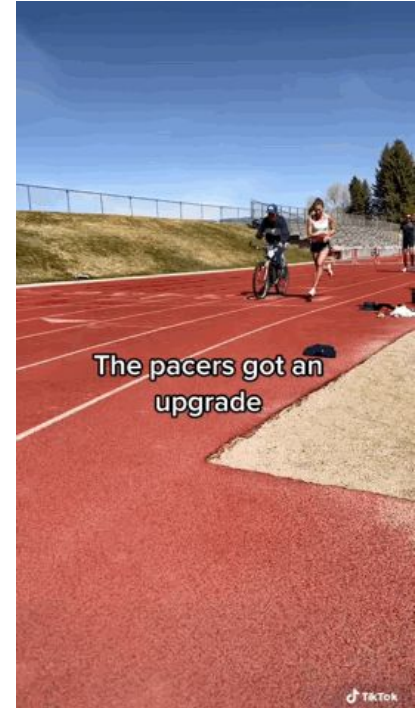
Uses a trending sound, shows personality.



## [Emma Abrahamson](#)

### **What makes this good?**

Uses a trending CapCut template, funny and simple to make.



## [Kate Grace](#)

### **What makes this good?**

Simple to create, funny, shares a behind-the-scenes moment.

# 6. Strava

## What to do:

Share your training, photos and videos with other runners.

## Strava tips

### It's as simple as connecting your Garmin

If you're a runner, Strava is as easy as social media gets – simply connect your Garmin so that your runs automatically upload and you're all set.

### Don't forget to add a title, video and/or photo

Like other social media platforms, adding some context makes your content more engaging. Naming your run, adding a description and including a photo and/or video will help with fan engagement.

### Apply to be a pro (if you're not already)

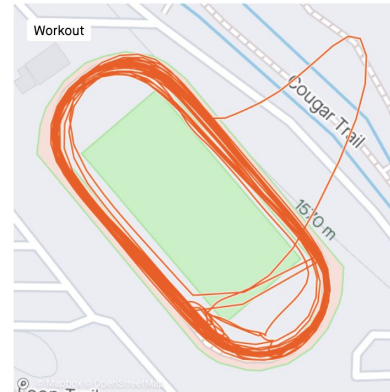
If you're not a pro on Strava, apply to be one. It gives you free access to their premium features and helps fans know that you're the real deal. You can apply [here](#).

**Sinta Vissa**  
22 May 2023 at 10:11 · Boulder County, USA

**mixing with the OAC oceania ladies**  
vibing with Maudie

2mi, 2x 1mi, 2x800, 4x150

Distance	Pace	Time
6.23 mi	7:10 /mi	44m 44s



## Pay attention to your privacy settings

It's important to be aware of your privacy when using Strava as people are able to see exactly where you're running. Consider the following:

1. Adding a privacy zone around your house so people can't see exactly where you live.
2. Setting your activities to default upload to private so only you can see them. You can then edit them and make them viewable by your followers when you're ready.
3. Hide any stats from your followers that you don't want to be public like pace, heart rate and the map.
4. Making your training log private.

[Here's](#) a good overview of the privacy options on Strava.



Kristian Blumenfelt

### Yo yo yo power in Italy

Distance	Elev Gain	Time
29.86 mi	308 ft	1h 21m

Flamingo drive **PR** (6:42)

Dal Marino a Margine Rosso **PR** (6:19)



2,687 kudos · 4 comments



Gustav Iden

### Shirtless like the tourists we are

Distance	Pace	Time
8.63 mi	7:11 /mi	1h 2m



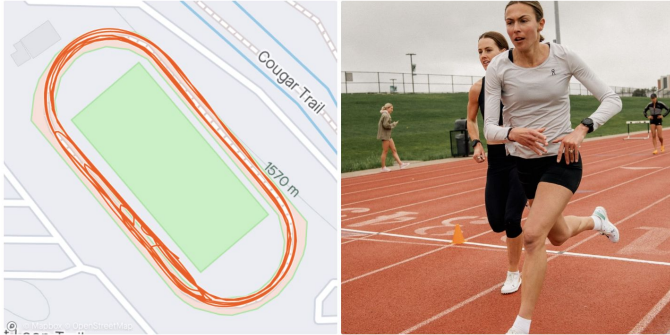
2,427 kudos · 10 comments

## Examples of best practices

**Sage Hurta-Klecker**  
14 May 2023 at 10:35 · Boulder County, USA

**4 × 400**  
~58.5 avg  
New max lactate PR

Distance	Pace	Time
2.25 mi	8:05 /mi	18m 13s




171 kudos · 2 comments

**What makes this good?** Shares the workout, the splits and some additional information. Adds a photo.

**Paula Findlay**  
19 May 2023 at 09:21 · Chattanooga, USA

**Ironman Staff** 🏆

Distance	Pace	Time	Achievements
5.37 mi	7:16 /mi	39m 3s	🏆 5



808 kudos · 1 comment

**What makes this good?** Behind-the-scenes pre-race content. Added a photo and a title.

# 7. Managing comments

## Guidelines for every platform

### **Don't feel pressure to respond to every comment.**

Choose to respond to one or two comments that stand out to you. Adding a like to a fan's comment can also go a long way toward creating bonds with your community.

### **If you're having trouble thinking of what to say, don't force it.**

A responses that feels authentic to you will resonate more with your audience. Remember that they are following along because they want to learn more about you!

### **Ignore trolls and argumentative comments.**

It can be tempting to engage when people are being rude, but it's usually best to hold back. Before responding, think to yourself, "Will commenting add value and will it move the conversation forward in a positive way?" If it seems like the person in your comments is trying to start a meaningless fight, move on.

### **Don't disparage other athletes, teams or brands in the comments section.**

We want you to build hype for upcoming events and share amazing race results, but not at the expense of others.



## More tips & tricks

### Show your personality!

You can be a bit cheeky. Joke around with your teammates and fans or even the On account. On's Social Team will be your biggest cheerleaders in the comments section and they are core members of your hype squad! Don't be afraid to engage with On or tag the brand account in a conversation.

### Emojis are your best friend.

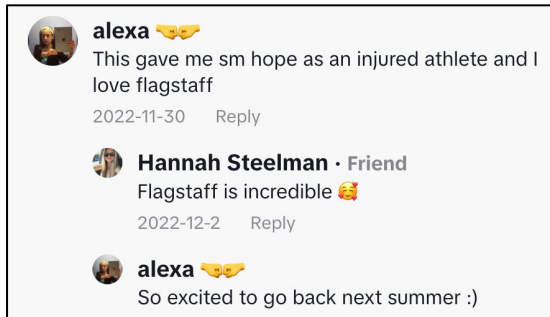
Emojis are a great way to jump into a post because they can be super authentic to you. Do you have a few favorites? Lean into that and use those with regularly with in your comments.

### Commenting on other accounts.

Responding to a fan's comment on another profile (like [Citius](#), [New Gen](#), [Cirque Series](#), etc) can be a fun way to build hype and can create an exciting moment for that person. You can jump into the conversation purely because you love the fan's comment. Maybe you want to recommend a shoe, share details from a workout or you might even have fun behind-the-scenes scoops after a race.

## TikTok Comments

Staying authentic and relevant is key on this platform. Use emojis, keep responses short and don't be afraid to make a joke or reference a current trend happening on TikTok. This is a great platform to be a bit less polished and build connections with your community by sharing your genuine opinions.



## Twitter Replies

Responses and content won't show up on your feed unless you engage with it. You can curate the look of your feed, so only engage with the comments or tweets you're excited about.



## Managing controversial topics

The open nature of social media can sometimes present tricky situations, particularly with comments from followers. At On, our goal is to help you navigate these challenging moments. As a starting point, here are some helpful things to remember.

- **The internet doesn't have a "delete" key.** Anything you share on the internet can take on a life of its own and be hard to remove once it's out there, so please think before you share something.
- **Consumer banter.** Weigh the pros and cons of engaging in a discussion. Take a beat if you need to, and know that it's OK not to respond. Respect that your fans and followers bring unique opinions and diverse views to the conversation.
- **Be kind, be smart.** Uphold On's values. Remain respectful, open-minded and inclusive with your language. Be cognizant that something acceptable in one market may be inaccurate or offensive in another.

## Managing controversial topics

We are here to help!

- **Sh\*t happens.** We all make mistakes. Be quick to correct it. If it's a big one, contact our social media team for help ([anna.harley@on.com](mailto:anna.harley@on.com)). If a journalist contacts you, you can direct them to On's communications team ([press@on.com](mailto:press@on.com)).
- **We can work it out.** Let us handle any complaints or concerns about On or its products. You can direct followers to our [help center](#) or to our official social channels. We can pick up the conversation with that consumer directly from there.
- **We are here for you!** With any question or concern, no matter how small, we are here to help. Reach out to your On Athlete Manager or On's social media team ([anna.martinez@on.com](mailto:anna.martinez@on.com)).

# 8. Resources

### [Later TikTok Trends](#)

Bi-weekly summary of the latest TikTok trends.

### [TiTok creator guide](#)

TikTok's own guide for getting started with the platform

### [Strava Privacy Controls](#)

Guide from Strava on how to use their privacy features

### [Strava Pro](#)

Application form for becoming a pro athlete on Strava

### [Instagram Guide to Reels](#)

Instagram's own hub for advice and inspiration on creating Reels.

### [Setting up an Instagram creator account](#)

Instagram's step-by-step guide to switching to a creator account.

### [Overview of creator accounts](#)

Detailed overview of all the features creator accounts offer and how to use them.

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