

## Social Media

It's all the rage, and it's what our sponsors want. Facebook, Instagram, Twitter - Avout Racing is on all these platforms. **Go like/follow us now on each one!!** Our increased online presence leads to more sponsorship and that positively and directly affects the team and all of you. Jessica Mullins is posting every day to social media for Avout Racing. Here's what you can do to help:

- Send us content. You can send pictures via email or text to:
  - [Jessica@AvoutRacing.com](mailto:Jessica@AvoutRacing.com)
  - 303-263-6997
- Interact with the Avout Racing social media -- like, comment on, and share our posts!!
- Post your own stuff in one of these 4 places:
  - Your own Facebook status
  - Your own Instagram
  - Your own Twitter
  - On the PUBLIC Avout Racing page <https://www.facebook.com/AvoutRacing/>
- When you post your own stuff, use some or all of the team's sponsor hashtags. The current hashtags are available [here](#) or as an Announcement in our team [Facebook group](#) which you should request to join if you haven't yet.
  - On Instagram you can put all/most of your hashtags in a comment to get the same benefit without cluttering up your caption. You will not be able to include all the @ in an Instagram post because of their limits – so pick and choose.

## Dos and Don'ts of Social Media

- DO post anything fun and appropriate even if it's not directly cycling related (especially in the off season!)
- DO post pictures and **especially videos**
- DO tag the people in the picture and any other appropriate stuff (like @usacycling or @bracolorado or our sponsors)
- DO wear **current** kit, if applicable, in postings
- DO play around with your own hashtags in addition to the sponsor ones above
- DO support our sponsors in your posts -- take a picture when you are getting your braces worked on at Inspire Orthodontics, your teeth cleaned at Matt Wimmer, picking up some food at Marczyk Fine Foods, stocking up or getting service at Elevation Cycles, buying/selling a house with Susan Schell, wearing your Castelli kit, riding with your Crankbrothers pedals, using your Timber Bell, etc.
- DO link your social media so that you can post more places with less effort. You can do all your posts from Instagram and set it to automatically also post to Facebook and Twitter.
- DO ask a teenager if you are having trouble figuring this out
- DON'T just post to our internal team Facebook group. We love to see what other people are up to, so please post whatever you'd like in the group.... but no one sees this outside the team, so it doesn't impact our social media presence. **Be sure to post publicly too.**

- DON'T call out the awesome deals we get from sponsors. You can thank them for their support or something generic like that, but please don't say: "Check out these sweet new Crankbrothers pedals I got for a 50% discount."

## Payback

Avout Racing will pay you for your social media posts. Team members can earn back some of their registration fees by consistently posting to social media and following the Payback process. The process allows Avout Racing to pay you for your social media posts. (Amounts to earn back vary from team to team – see Team Contract or the Payback Form for full details.)

To receive payback, you **MUST** be posting to social media. To apply for/receive ANY payback, you need to first be posting publicly at least monthly (twice monthly for Selects), starting at the beginning of the year (and be able to link to it). If you join later in the year, you can post double to make up for the months you miss. In addition, you need to do a social media post for whatever you are requesting payback for. Please see attached for a form to fill out that will be due at the beginning of December which should clarify what all is required. Check it out now, not in December. :) Here is the process:

- Post monthly on **your own Facebook, Instagram, Twitter or the Avout Racing *public* page** (not the group!), using one or more of the team hashtags (following the social media protocols described above). Keep track of these posts on the payback form.
- If something is coming up that you want to request payback for (e.g. race entry, race podium; or for Selects: race entries and travel), email us at [payback@avoutracing.com](mailto:payback@avoutracing.com) **before** the event requesting payback. For an oasis shift, just sign up in TeamSnap or the Sign-Up Genius.
- Then, if it was approved (most will be, oasis shifts don't need approval if you signed up ahead of time), post about the event on social media (on your own Facebook, Instagram, Twitter or the Avout Racing *public* page) and document the event and your social media posting on your form. Be sure to race and stand on podium in current kit!
- Submit your form by December 4 to [payback@avoutracing.com](mailto:payback@avoutracing.com)

If you post something on social media, document it right away and keep updating your form throughout the year. If you request and are approved for payback for something, add that information to the form right away with the accompanying social media post. (If you don't know how to get the links to your posts on a certain platform, google can help you with that.) This shouldn't be time-consuming over the course of the year, and then your form will be all ready to go in December to submit to us! Please submit one form per team member (not per family).

Please let us know if you have any questions and thank you for expanding our social media reach and giving our sponsors the exposure they are looking for.