



Social Media & College Softball

Recruiting

Your Virtual Resume and Digital Brand

85% of college coaches use social media to scout and track recruits

55%+ say an athlete's personal content directly influences their recruiting decisions

BELIEVE. BUILD. BECOME.

DO — Build a Recruiting Presence

✓ **Prioritize X (Twitter).**

Coaches' #1 recruiting platform — where they scroll during tournament downtime, review clips, and follow recruits.

✓ **Keep clips short, focused, verified.**

10–30 second clips of specific skills — live-arm swings, defensive reps, throwing/exit velocity — not long unedited video.

✓ **Post schedules & graphics early.**

Upcoming tournaments, showcases, and camps, posted well in advance so coaches can plan to evaluate you live.

✓ **Celebrate & retweet teammates.**

Coaches evaluate how you interact online. Celebrating others shows character, humility, and locker-room fit.

✓ **Maintain a clean, complete bio.**

Grad year, primary/secondary positions, high school + travel team, GPA, and a link to your recruiting profile or video library.

✓ **Let the athlete own the account.**

In high school, coaches want to hear from the player. Parents monitor for safety — they don't write or post.

✓ **Protect your privacy.**

Keep phone numbers, home address, and sensitive personal details off public profile pages.

DON'T — Protect Your Recruiting

✗ **Post unverified or exaggerated stats.**

Fabricated pop times or exit velocities get spotted instantly — and immediately damage your credibility.

✗ **Post negative, profane, or controversial content.**

No umpire complaints, badmouthing coaches or teammates, vulgarity, or party posts. Florida State has dropped recruits over posts.

✗ **Over-post routine workouts.**

Every daily lesson or gym visit creates oversaturation and clutter, burying the real progress coaches need to spot.

✗ **Tag 30+ random schools.**

Blanket-tagging programs from D1 to NAIA signals you haven't researched your target schools — just throwing content at the wall.

✗ **Engage in parent bragging or complaining.**

Long posts about a child being slighted, or "novels" about awards, turn coaches off quickly.

✗ **Rely solely on social media.**

It's an exposure tool, not recruiting by itself. Pair it with direct, personalized email outreach and strong academics.

✗ **Fall into the comparison trap.**

Sept 1 calls, offers, and visit posts breed anxiety and self-doubt. If it strains you, log off or delete the apps for a while.

Each Platform Has a Job

X (Twitter)

PRIMARY RECRUITING HUB

BEST PRACTICE

Tag target coaches on video clips, pin your schedule, and link your recruiting profile in your bio.

Instagram

BRANDING & VISUAL PORTFOLIO

BEST PRACTICE

Polished highlight reels, training clips, and showing off personal work ethic.

TikTok

PERSONALITY & ORGANIC REACH

BEST PRACTICE

Team culture, humor, and personality — great for reach, but less structured for direct scouting.

The Bottom Line

- ✓ Your feed is a resume — coaches are reading it like one.
- ✓ Short clips, real numbers, the athlete's own voice.
- ✓ Post the schedule. Celebrate teammates. Keep the bio complete.
- ✓ Exposure isn't recruiting — pair social with emails and grades.
- ✓ When in doubt, don't post it.



BELIEVE. BUILD. BECOME.

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