

PRESERVE + PROMOTE

The moments of your season have been captured in history, the ring ceremony should be no different. The importance of this event and what the championship means to your school and team should not be understated. From social media, to recruiting efforts and fan involvement, the videos and images from your ceremony can be used to bolster your program's relevance and boost engagement. The following are our best practices for sharing virtual ring ceremonies and the photography and video use recommendations.

PRE-EVENT:

- Plan to record ring ceremony in its entirety using streaming platform (if applicable) and promote the ceremony prior to the actual event on social media to engage fans from around the country.
- Develop a hashtag around your ceremony and/or ring; you can also use the hashtag that was created for use during your post season/championship run.
 - When posting any content on social media platforms about the ring or ceremony, using these hashtags and tagging Jostens or the University are also good practice.

DURING THE EVENT:

- Record the entirety of the ceremony to archive.
 - Archived video can be used to celebrate the anniversary of the championship or to be used in future social media, advertisements, or recruiting efforts.
- Record the screen when ring is revealed to capture reactions (via cell phone or screen shot).
- Team photo at the end by either taking a screen shot or capture photo of screen via phone.
 - Team photo can be distributed to players, coaching staff, etc. to post via their social media channels if desired.
 - Photo can also be used by campus newsletters, newspapers, or other pieces distributed on and off campus.

POST EVENT:

- Once athletes receive rings, have them photograph or take video, use the hashtag and tag your team account, University, etc.
 - Can submit via email as an alternative option.
- Have someone within the University or Athletic Department take all the content and create a montage video to be shared internally and/or externally.
 - This is not only a great keepsake, but also a great social piece to share in place of photos/videos you would have had from an in-person event.
 - The video can also feature some clips from the season, it helps to add to the storytelling of the ring.

