



Social Media for Clubs and LMSCs

Presenters
Kysa Crusco, Caitlin Gagnon,
and Rendy Opdycke

Agenda

- Introductions
- Stop the Scroll and the TikTokification of Social Media (Caitlin)
- Tools of the Trade (Kysa)
- Breakout Exercise: Share a piece of social media that worked for you
- Instagram: USMS strategy (Rendy)
- Breakout Exercise: Lip-sync to a Sound
- Q&A
- Resource Links



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Kysa Crusco

- Granite State Penguins, Londonderry, NH
- Communications Coordinator, New England LMSC (2,100 members)
- Attended 14 USMS Nationals, 4 World Masters Championships, 1 Pan-Am Games, and every New England Championship in the last 12 years.
- USMS Member since 2012



Presenter



Kysa Crusco

- Powel Crosley, Jr. YMCA
- Chair, Ohio LMSC (861 members)
- USMS Awards Committee
- USMS Ambassador
- USMS Member since 2016



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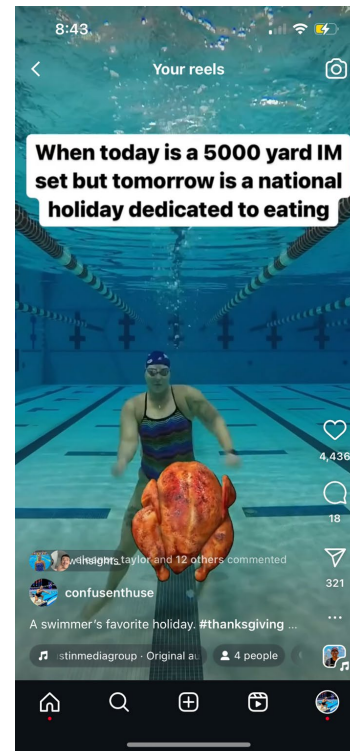
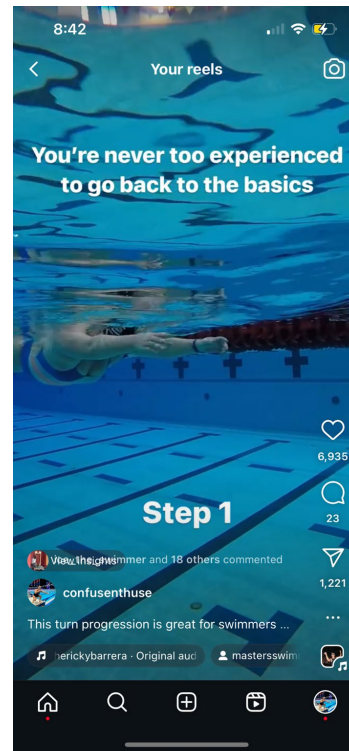


Rendy Lynn Opdycke

- USMS Marketing & Communications Specialist
- Southern Pacific LMSC (4,626 members)
- Certified USMS Level 3 Coach
- Past Member, USMS Open Water & Long Distance Committees
- Completed the “Triple Crown of Marathon Swimming” in just 34 days
- Past member, Team USA

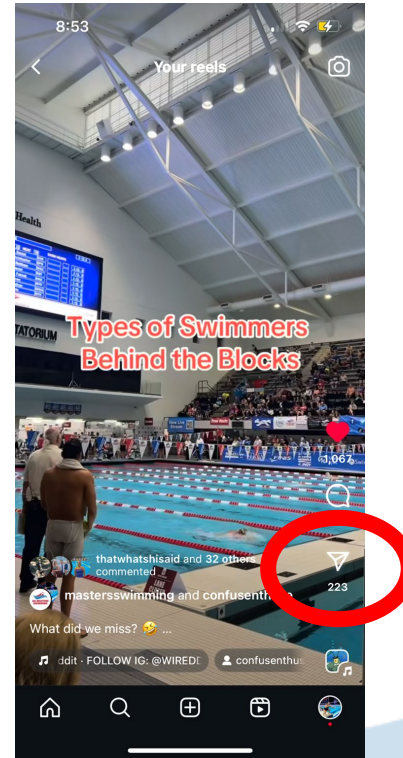
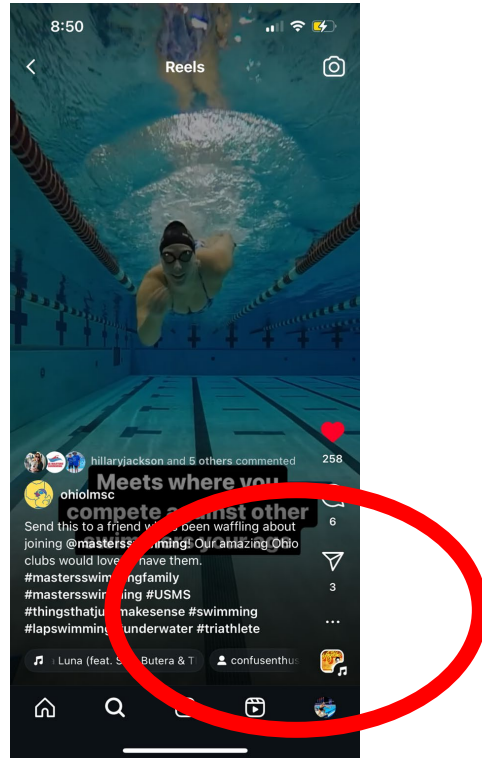
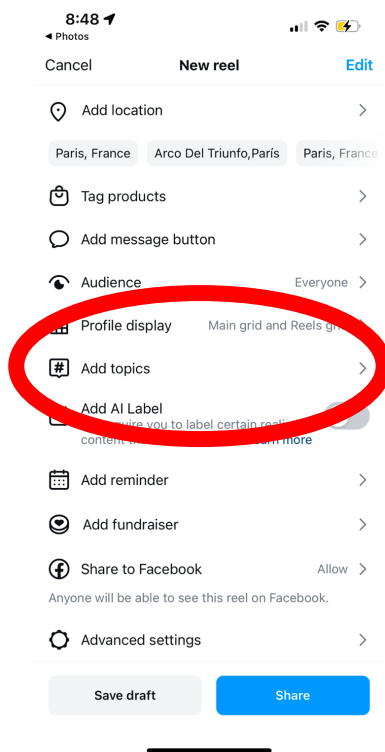
Stop the scroll!

- We scroll ELEVEN miles per year!
- Your job is to create something that will make your target audience STOP



The TikTokification of social media

- Social Media will find your audience for you
- Use your tools to help it!



Tools of the trade

Cameras:

- Cell phone
- Go Pro

Editing:

- Instagram/TikTok in app
- CapCut
- Scrl
- Adobe Premiere Rush
- Canva
- Go Pro Quik
- Captions
- Gif Maker

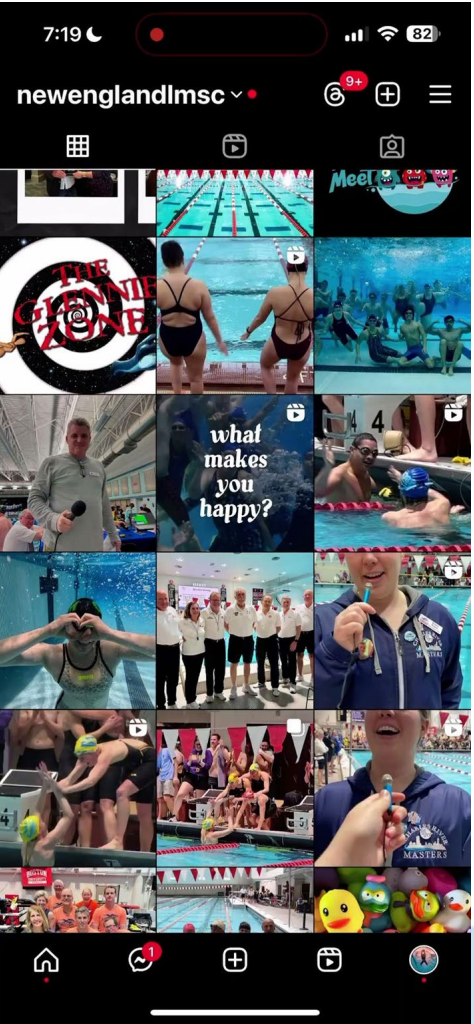
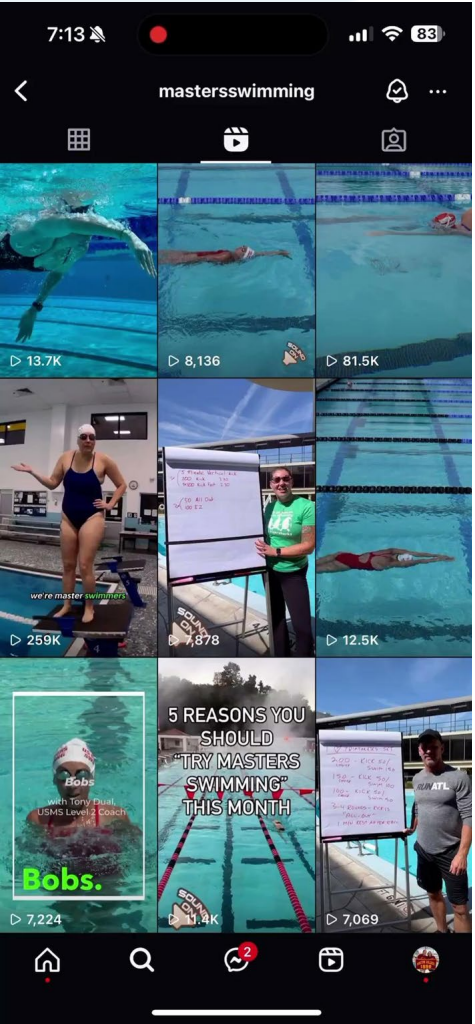
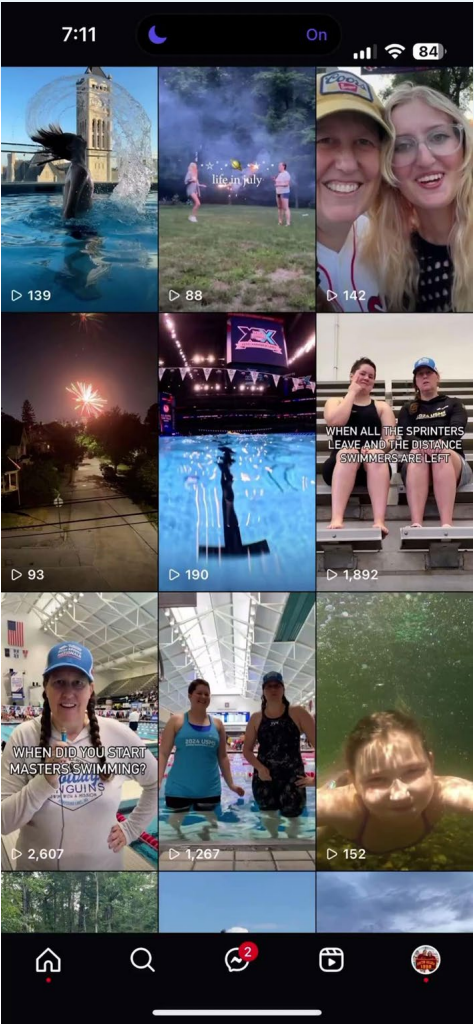
Useful odds & ends:

- Tripod
- Tiny mic
- Phone stand
- Waterproof phone case

What equipment and apps do you like to use?



Behind the posts: brainstorming content



Breakout session #1

What is one piece of social media that was fun to create? Why?

What social media posts for clubs or LMSCs do you enjoy seeing? Why?

- Small Groups of 2-4 people each
- Introduce yourselves (name, club, location), your LMSC, volunteer role, why are you attending this session



USMS Instagram strategy

In·fo·tain·ment 🤪

/,ɪnfō'tā(n)m(ə)nt /: broadcast material which is intended both to entertain and to inform.



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“INFO-TAIN-MENT” swim niche: 👍

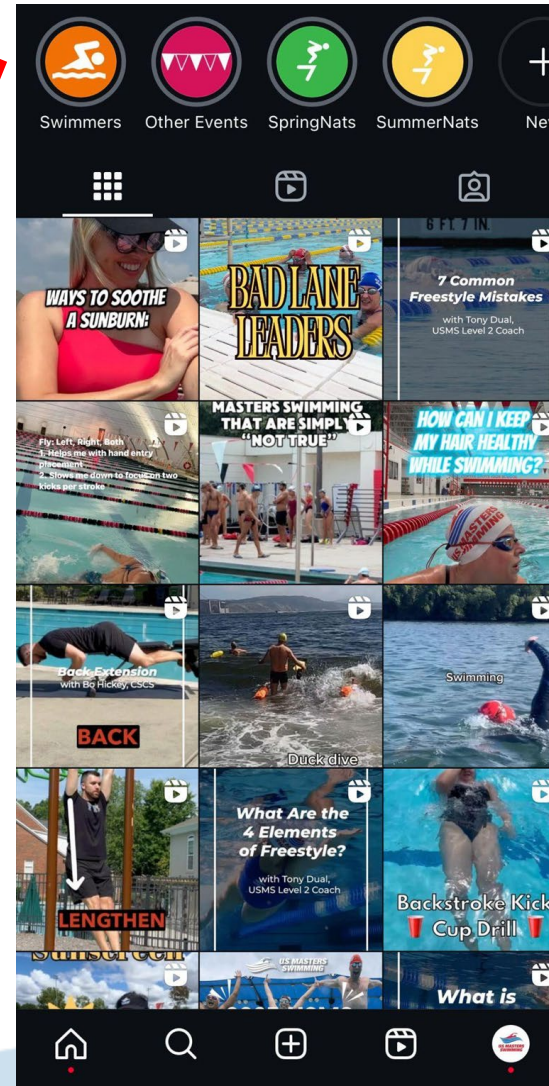
- Swim Sets
- Swim Tips
- Swim Technique
- Swim Humor
- Swim Inspiration
- Swim Events



USMS grid breakdown:



- 80/20 (Reels vs Posts)
- 3 - 5 Tips/Facts
- Stories, Plus Highlights
- Up to 20 Content Carousels

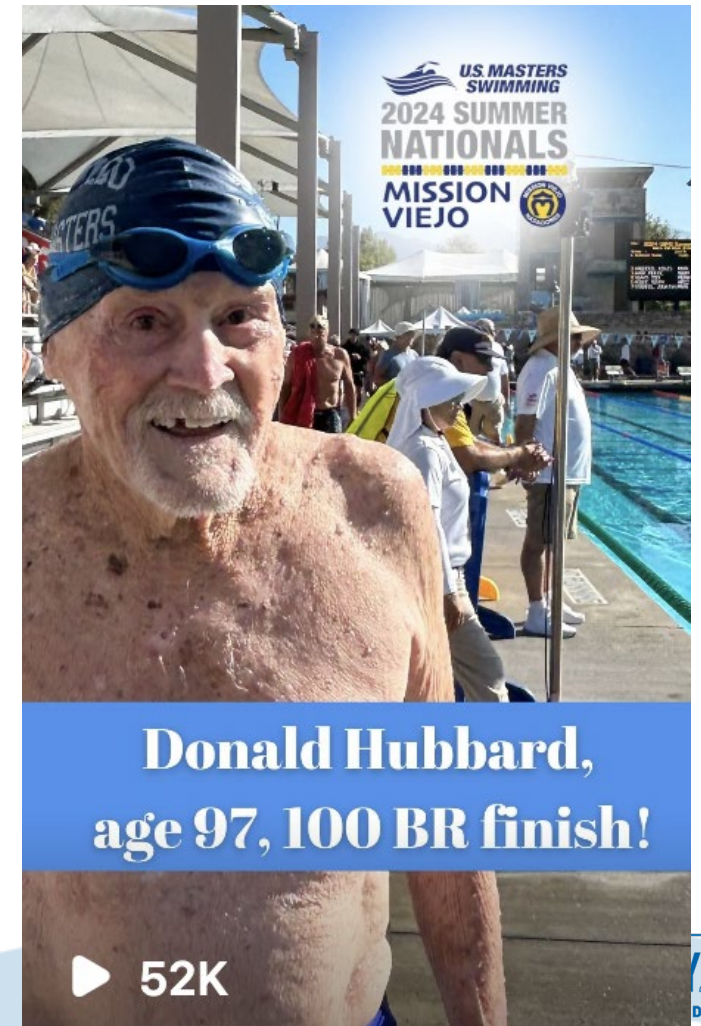
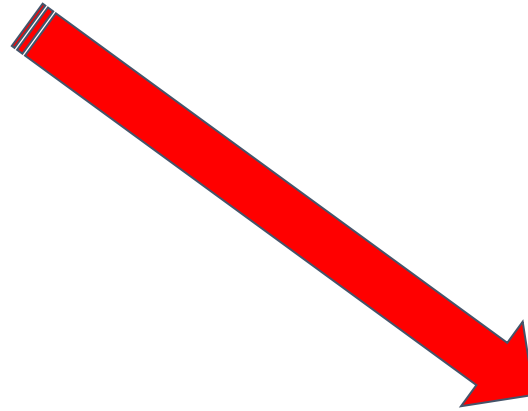


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LMSC / Masters team niche:



- 50/50 - 60/40 (Reels vs Posts)
- Event Info (Registration)
- Team/Member Features
- Swimmer Highlight (Athlete of the Month*)
- Event Highlights/Recap



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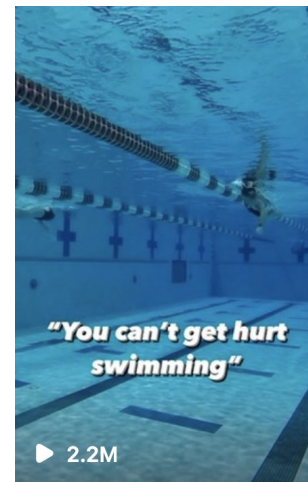
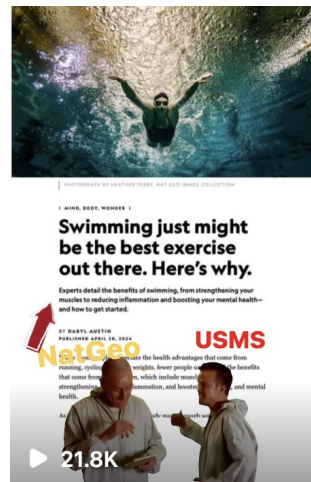
KISS method:

The KISS (Keep It Super Simple) method is a design principle that emphasizes simplicity and clarity in the creation of systems and strategies.



User generated content (UGC) is key:

- Swimmer Highlights
- Team/LMSC Content
- USMS News Features
- Ambassador Program*



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USMS ambassador program:

- Various USMS IG Handles (UGC)
- Increased Credibility & Trust
- Power of Collaborations
- Show USMS as a Team



How to recruit UGC for LMSC / Masters team profiles:

Swimmers on Team



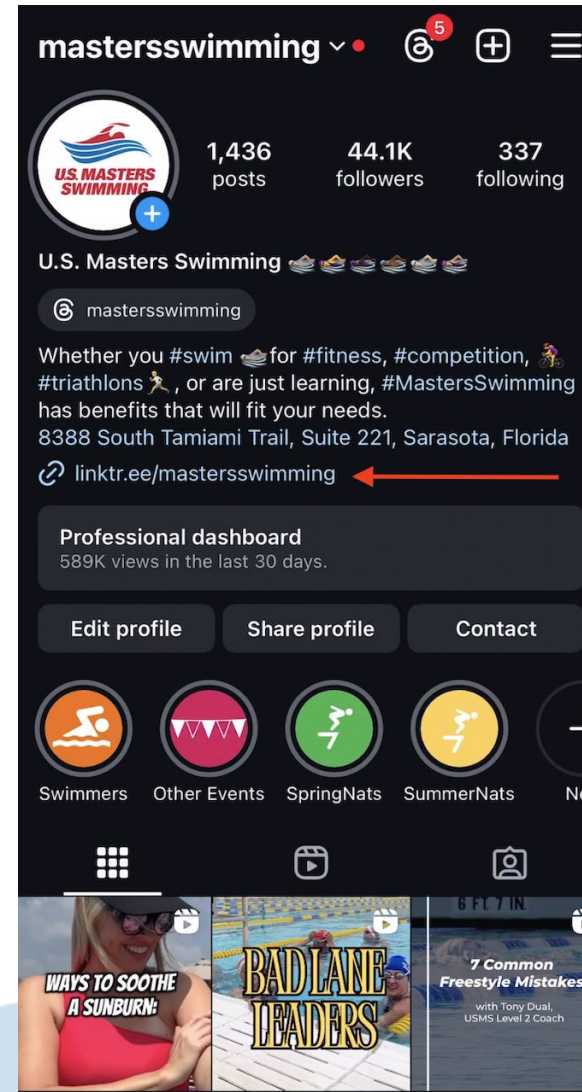
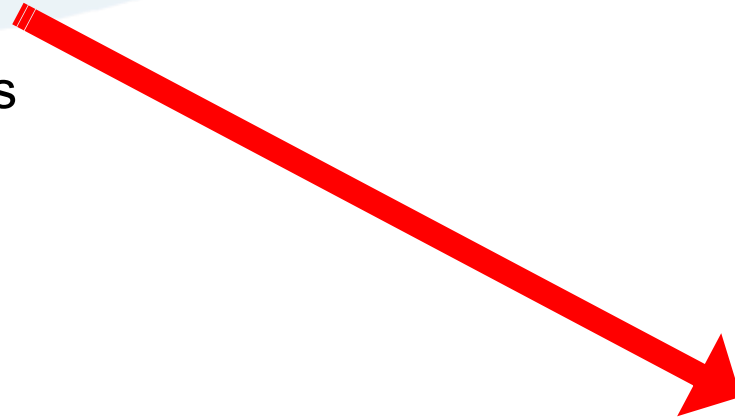
Masters Coaching Staff



Types of platform communication:





- Stories (Profile Tags & Shared Website Links)
- LinkTree
- Direct Messages
- Post Comments
- Chat Bot



How to share USMS in content:

How to Share as an IG Story:

1. Tap  below the photo or video in Feed.
2. Tap Add post/video/reel to your story.
3. Tap  in the bottom right.
4. Tap Share.

How to Share as an IG Post:

1. Open the Instagram post you want to download in a browser.
2. Click the ... icon in the right corner
3. Click Copy link
4. Open a downloader in a new window and paste the copied link
5. Click Download 



How to tag USMS in content:

USMS in an Instagram post:

1. Start a new post or upload a photo or video
2. Tap Tag People
3. Tap the photo or video where you want to add a tag
4. Enter the USMS username
[@mastersswimming](https://www.instagram.com/mastersswimming)
5. When you're done, tap the checkmark or Done to return to the upload screen
6. Tap Share to publish your post

Note: To avoid looking spammy, it's best to tag only 12 profiles in an image.

How to tag USMS in an Instagram story:

1. Select a photo or video to share
2. Tap @Mention
3. Enter the username of the person you want to tag
4. Tap their name
5. Tap Add to Story in the bottom left

Note: Five Instagram accounts can collaborate on one post or reel.



How to invite a profile to collaborate on an Instagram reel:

1. Open the Instagram app and go to the reel you want to add a collaborator to.
2. Click the three dots at the bottom of the Reel
3. Tap Manage, then Edit
4. Tap Tag People, then Invite Collaborator
5. Search for the account you want to invite, select Invite to Collaborate, and send the invite.

The invited account will receive an invitation, and if they accept, the Reel will appear on their profile. You can invite multiple collaborators before publishing the Reel.



Top 5 tips to start your strategy: 🎬

1. Write down niche content ideas
2. Contact 5 to 10 members on IG who you would like to start collaborating with (coaches and swimmers)
3. Create event information slides: announcement, registration (open/close)
4. Share your social handle in an email and ask members to follow your account with your handle displayed
5. Make sure to tag USMS in your IG posts for a possible feature!



Breakout session #2

Make a reel!

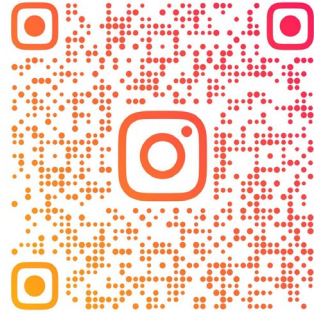
- Small Groups of 2 to 4 people each
- Lip-sync to one of the sounds linked below
- You do not have to post your video!
- We can give you technical help!

I Feel Like You're Just
Here for the Zipline



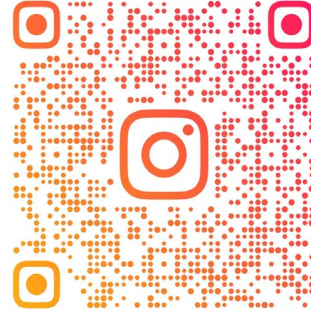
ORIGINAL AUDIO
BOTTEGACOCOCELLARANDGIFTS

Not to Worry, I Have a
Permit



ORIGINAL AUDIO
BRIANNARAEFITNESS

WOOO 44 THAT'S
ME



ORIGINAL AUDIO
HAILEEHANNICK



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Follow us!





Questions & Answers

Don't be afraid. Ask away.
(If you're thinking it, someone else
probably is too!)

Resources

Website links:

- [Sanction Chair page on USMS.org](#)
- [Sanction Chair Overview and General Sanction Information](#)
- [Online Sanction Tool Tutorial](#)
- [Meet Announcement Template](#)
- [Glossary and Guidance for USMS Meet Announcement Template](#)
- [Open Water Event Management](#)
- [Rule Book](#)
- [USMS](#)

Presenter email addresses:

- Rendy Lynn Opdycke:
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- Caitlin Gagnon:
swimcoachcaitlin@gmail.com
- Kysa Crusco:
nhmswimming@aol.com



Kysa Crusco

- Joined Masters Swimming in 2012 at age 36. She swims for the Granite State Penguins, a workout group of New England Masters. Since 2021, Kysa has been the Communications Coordinator for the New England LMSC and is also a member of the championship meet committee. She is also the “cruise director” for her team the Granite State Penguins
- Kysa has attended 14 USMS National Championships, 4 World Aquatics Masters Championships and 1 Pan-Am Games in addition to every New England championship since 2012.
- Kysa lives in Manchester, NH with her husband and two teenagers and practices family law as a solo practitioner.



Caitlin Gagnon

Joined USMS straight out of college in 2016. She has served as the Ohio LMSC Chair since 2022 and a USMS Ambassador since 2023. In her professional life, she does community engagement for local government, including organic digital marketing. She also sits on the Awards Committee.



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Rendy Lynn Opdycke

- Rendy has participated in a wide variety of aquatic sports in her lifetime, including open water swimming, water polo, triathlon, modern pentathlon, and ocean lifeguarding competitions.
- She joined USMS in 2013 after retiring from Team USA. Since then, she coached for NOVA Masters, coached / observed open water swims, and has been a member of two USMS committees (Open Water & Long Distance). Currently, Rendy is a USMS Level 3 Certified coach and has been the “social swim coach” for USMS over 3 years.

