

# The Athletic Academy

## Recruiting Platform – Post Training Guide

The following information serves as a follow up to your onboarding and should act as a guideline/reference as you continue to build out your recruiting platform. Please let us know if you have any questions or concerns. Our goal is to help get this site working at a high level – thanks!

The Athletic Academy team contact information:

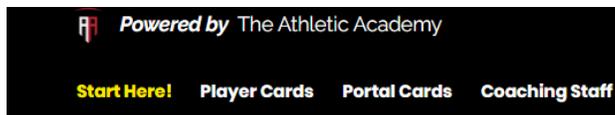
- Levi Armstrong – [larmstrong@athdynasty.com](mailto:larmstrong@athdynasty.com)
- Corey Shandrick – [cshandrick@athdynasty.com](mailto:cshandrick@athdynasty.com)
- BJ Bennett – [bjbennett@athdynasty.com](mailto:bjbennett@athdynasty.com)

Helpful Links:

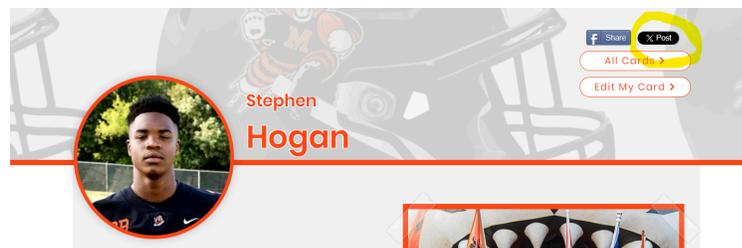
- [Athlete Training Video](#)
- [Coach Training Video](#)
- Wix.com (URL to the back end and CMS)
- [Schedule Training Session](#) with our staff
- [Submit customer support ticket](#) with our staff

Getting Started:

- Players need to create an account and sign into the website. Each player will create their own Player Card
- Guide the player to click the "Start Here!" button on the main menu to begin creating those player cards.
  - **Tip: Create player cards by position groups. Have each group come into your office to get them started with an account**



- Add Player Headshots
  - It's best practice that headshots are added to each Player Card by the coaching staff on the back end of the website
  - You can also use your school logo as the headshot if you don't have headshots for every player – the more uniform your site is, the better it is for a college coach to review!
  - **Reminder: Please make sure you are cropping the headshot so it is centered on the athlete's face/head.**
- Player Card Utilization
  - Best Practices: We see a lot of success with programs that post their player cards on X (Twitter). Recruiting Coordinators and your players have the ability to either copy the individual player card link or use the "X Post" button on each individual player card.



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- You can also post your entire roster on X by copying the link on the full roster list (Ex: <https://www.massillonrecruiting.com/player-cards>). This will send out a post with your school logo and coaches can filter through all of your players.
- College Search Tool Utilization
  - Once your players are logged into the website, they will have complete access to The College Search Tool database. I strongly suggest you make them aware of this feature so they have the capabilities of helping themselves in their recruitment journey. They can find schools, coaches, camps, and fill out recruiting questionnaires for every college in the country.
  - We also offer DM/Email templates that can be found at the top of The College Search Tool as well.
- Training Videos/Customer Support
  - I am sharing two training videos with you to reference if you ever need help.
  - These can also be found at the bottom of your website under the "Customer Support" button.



- I suggest starting with the athlete training video first then watching the coach training video.
  - [Athlete Training Video](#)
  - [Coach Training Video](#)
- Also, this site works best with 1 dedicated person (recruiting coordinator) managing the site, but we understand every program has a unique situation.
  - If you need other coaches added as administrators to the back end of the site (Wix), please let us know
  - Wix.com
- When on Wix.com – you will want to make all edits to the Player Cards, Coaching Staff, and Schedule by going into the CMS tab, which can be found on the far left.

