



Athlete Media Academy - Platform Alignment Worksheet

1. Define Your Goals

- What do you want to accomplish with your online presence? (e.g., build influence, attract sponsors, connect with fans)

2. Know Your Audience

- Who are you trying to reach? (Age, interests, behavior)
- Where does your audience spend their time online?

3. Evaluate Platform Strengths

- Instagram - Visual storytelling, highlights, day-in-the-life content
- TikTok - Creative, short-form videos; personality-driven
- X/Twitter - Real-time reactions, thoughts, engagement with fans/media
- LinkedIn - Professional networking, career insights, NIL positioning
- YouTube - Long-form content, vlogs, interviews, behind-the-scenes
- Facebook - Community building, events, family/friends audience

4. Platform Fit Checklist

- Which platform matches your personality and content style?
- Which platform gives you the best chance to grow your brand?
- Which platform can you realistically keep up with?

5. Final Platform Choices

- Primary Platform(s) I Will Focus On:
- Secondary Platform(s) I Will Maintain:
- Why I Chose These Platforms: