

## A MESSAGE FROM THE COMMISSIONER

### HERE COMES THE STREET TEAM



We live in a fast-paced world where things are constantly changing. Certainly, a huge part of our daily lives is the impact of social media. Over the last several years, we have made a major effort to establish and expand our social media presence in an effort to communicate as effectively as we can with all of our stakeholders. Utilizing the various platforms that are available like Facebook, Twitter, Instagram, and Snapchat, the CIF Southern Section leads California and every high school state association, with the exception of Texas, in what is called a Klout score, which measures how often your social media is visited by those who have joined your platforms. We are very proud of the progress made in this area and we look forward to continuing to build on the successes that we have achieved.

Of course, we all know that the most frequent users and contributors on social media are our high school students. With that in mind, this past weekend at the St. John Bosco-Bishop Gorman football game, televised live by Fox Sports West, we launched a new and exciting program to engage and involve our students in their own high school's athletic events.

It is called the CIF Southern Section Street Team and it begins with members of our staff providing an area at the football stadium for students to gather. Once students arrive, we have equipment ready for them to take pictures of themselves and their friends with different backgrounds created specifically for their event. Once they have taken their pictures, students can immediately post those images on their own social media and reach out to others. Also, with the assistance of our various corporate partners, we are distributing free gifts for students who visit the Street Team area and what high school student doesn't want a free gift?

The CIF Southern Section Street Team will be present throughout the entire school year at football games each week, and various CIF Southern Section Championships during the Fall, Winter and Spring, so be looking out for them and enjoy the experience.

I hope you like the attached pictures and information from our first-ever CIF Southern Section Street Team event!

Sincerely,

*Rob Wignol*



# CIF SOUTHERN SECTION STREET TEAM — FRIDAY, SEPTEMBER 9

## BISHOP GORMAN vs. ST. JOHN BOSCO @ Veterans Stadium, Long Beach

- Photos = 146
- Shares to Facebook, Twitter or email = 97
- Gave away over 150 sponsor gifts – Fox Sports West shirts, hats, water bottles and FORD dog tags
- Facebook Reactions = 456
- Twitter Impressions = 8,359
- Tweet Likes: 22

