



AN A.D.'S GUIDE TO USING

SOCIAL MEDIA

PRESENTERS

MIKE SILZER

- ▶ Athletic Director
- ▶ Troy HS
- ▶ Mike Silzer <msilzer@fjuhsd.org>

CHRIS CALDERWOOD

- ▶ Assistant Principal / Athletic Director
- ▶ Rancho Mirage HS
- ▶ Calderwood, Chris
<ccalderwood@psusd.us>



WHAT ARE THE

PITFALLS OF USING SOCIAL MEDIA?



RESIST THE TEMPTATION TO

ACT INAPPROPRIATELY



THERE'S A DIFFERENCE

INFORMAL V. INAPPROPRIATE



REMEMBER

YOU ARE WHAT YOU POST!



BE CAREFUL WHEN

FRIENDING AND FOLLOWING



HOW DO I KNOW

WHAT TO POST?



INFORMATIONAL POSTS

What to post?



Rancho Mirage High School Athletics

Published by Chris Calderwood [?] · April 25 ·

Make your plans...

Rancho Mirage High School

Sports Physicals



**First Step for
2017-2018
Sports Season**

Date: Tuesday, May 16th 2017

Time: 5:00 PM

Location: Main Gym @ RMHS

Fee: \$20.00 per Athlete*

Physicals conducted by the doctors of
Eisenhower Medical Center

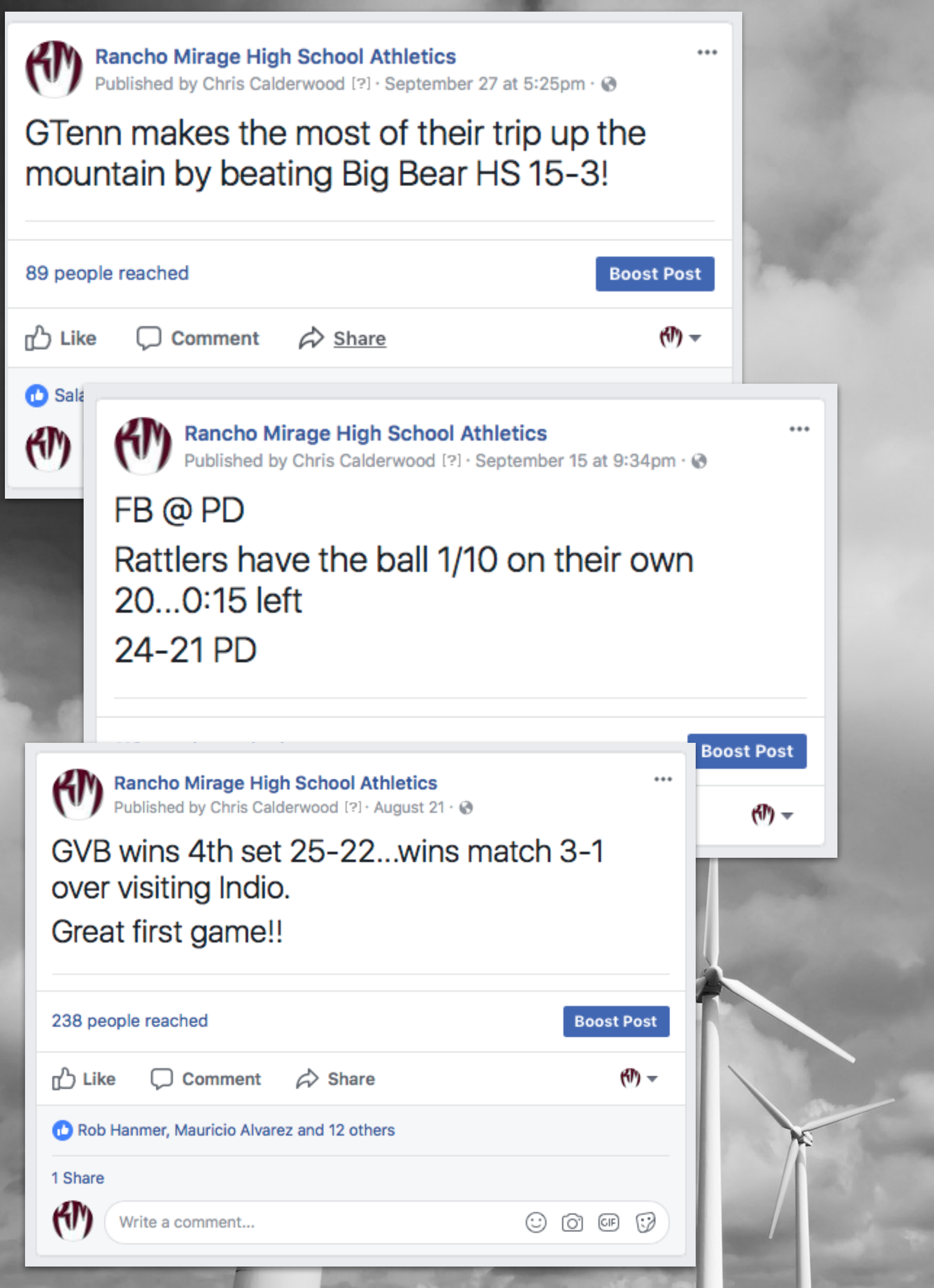
***Cash ONLY**

Prior to Physicals:

- ◇ Print Physical Form from
<http://www.rancho Mirage High School.org/athletic-clearance.html>
- ◇ Fill out First Page of the Physical Forms
- ◇ Must have Parent/Guardian Signature
- ◇ Bring \$20.00 CASH
- ◇ Wear clothing that will allow movement

Meetings

INFORMATIONAL POSTS



Game Scores

INFORMATIONAL POSTS



Rancho Mirage High School Athletics
Published by Chris Calderwood [?] · February 27 · 🌐

...

No BGolf today. Postponed due to weather.

92 people reached

Boost Post

👍 Like

💬 Comment

➦ Share


 ▼

👍 Michael Uriostegui and Jackie Wagner



Write a comment...

😊 📷 GIF 🗨️



Rancho Mirage High School Athletics
Published by Chris Calderwood [?] · August 29 · Cathedral City · 🌐

...

Attn GTenn Peeps: The tennis match scheduled for PD has been moved to RMHS TONIGHT at 6:30pm. Under the lights, baby! See you there...here!

Go Rattlers


120 people reached

Boost Post


👍 Like

💬 Comment

➦ Share

 ▼

👍 Rob Hanmer, Rodrigo Jacquez and Jackie Wagner



Write a comment...

😊 📷 GIF 🗨️

Changes in Schedules and/or Transportation

INFORMATIONAL POSTS



Rancho Mirage High School Athletics shared a link.

Published by Chris Calderwood [?] · September 13 at 6:07am ·



Student Athlete of the Week - Tatiana Harvey

Rancho Mirage senior tennis star Tatiana Harvey was the top player on the Rattlers tennis team last season, leading the program to its first ever CIF championship.

KESQ.COM



Rancho Mirage High School Athletics shared Amy Zimmer KMIR's video.

Published by Chris Calderwood [?] · September 9 ·



455 Views

Amy Zimmer KMIR

September 9 ·

Like Page

Congratulations to RB Marques Prior of Rancho Mirage High School on earning our Friday Night Lights on KMIR Pete Carlson's Golf & Tennis Player of the Week! Rancho Mirage High School Athletics Rancho Mirage HS Football #FNLonKMIR

326 people reached

Boost Post

Like Comment Share



Links to other Media

INFORMATIONAL POSTS



Rancho Mirage High School Athletics shared CIF Southern Section's post.

Published by Chris Calderwood [?] · August 23 ·

2017 CIF SOUTHERN SECTION 11-MAN FOOTBALL PRE-SEASON TOP 10 (As of September 21, 2017)

DIVISION 1

- 1 Mater Dei
- 2 St. John Bosco
- 3 Centennial/Corona
- 4 Serra
- 5 Chaminade
- 6 Mission Viejo
- 7 Sierra Catholic
- 8 Murrieta Valley
- 9 San Clemente
- 10 Lutheran/Orange

DIVISION 2

- 1 Edison
- 2 Oaks Christian
- 3 Norco
- 4 Valencia/Valencia
- 5 Upland
- 6 Calabasas
- 7 Los Alamitos
- 8 La Habra
- 9 Great Oak
- 10 Heritage

DIVISION 3

- 1 Sierra Canyon
- 2 Buena Park
- 3 Rancho Verde
- 4 Newbury Park
- 5 Palos Verdes
- 6 Charter Oak
- 7 St. Francis
- 8 Hart
- 9 Crespi
- 10 Lompoc

DIVISION 4

- 1 Roosevelt
- 2 San Juan Hills
- 3 Corona del Mar
- 4 Downey
- 5 Cajon
- 6 Capistrano Valley
- 7 Santiago/Corona
- 8 Etiwanda
- 9 Redondo Union
- 10 Murrieta Mesa

DIVISION 5

- 1 Paraclete
- 2 Yucaipa
- 3 Paloma Valley
- 4 St. Joseph/Santa Maria
- 5 Paramount
- 6 Corona
- 7 Wilson/Long Beach
- 8 Los Altos
- 9 Ventura
- 10 Salesian

DIVISION 6

- 1 Saugus
- 2 Newport Harbor
- 3 Golden Valley
- 4 St. Paul
- 5 Mira Costa
- 6 Summit
- 7 Crescenta Valley
- 8 San Geronimo
- 9 Bishop Diego
- 10 Elsinore

DIVISION 7

- 1 El Modena
- 2 Yorba Linda
- 3 Don Lugo
- 4 Tustin
- 5 Ayala
- 6 Huntington
- 7 Fullerton
- 8 St. Margaret
- 9 Pacifica/Oak
- 10 Burbank

DIVISION 8

- 1 Rio Mesa
- 2 Valley Christian
- 3 La Salle
- 4 Northview
- 5 Silverado
- 6 Antelope Valley
- 7 Citrus Valley
- 8 Grace Brethren
- 9 Notre Dame
- 10 Temescal

DIVISION 9

- 1 Mayfair
- 2 Aquinas
- 3 St. Anthony
- 4 Leuzinger
- 5 Agoura
- 6 Burroughs/Ridgecrest
- 7 West Ranch
- 8 Lynwood
- 9 Aliso Niguel
- 10 Santa Barbara

DIVISION 10

- 1 Valley View
- 2 Santa Ynez
- 3 Quartz Hill
- 4 Gahr
- 5 Apple Valley
- 6 Pacifica/Garden Grove
- 7 Dos Pueblos
- 8 North, J.W.
- 9 University
- 10 Santa Fe

DIVISION 11

- 1 Culver City
- 2 Rancho Mirage
- 3 Oak Park



Rancho Mirage High School Athletics

Published by Chris Calderwood [?] · May 8 ·

Pays to be a "Rancho"...

Latest CIF Div VI Baseball rankings

DIVISION 6

- 1 Rancho Christian
- 2 Rancho Mirage
- 3 Poly/Pasadena
- 4 Dunn
- 5 St. Anthony
- 6 Ontario
- 7 Pomona
- 8 Southlands Christian
- 9 Malibu
- 10 Viewpoint

CIF Southern Section

August 22 ·

2017 @CIFSS @scifca 11-Man Preseason

Polls



INFORMATIONAL POSTS

 **Rancho Mirage High School Athletics** shared Rancho Mirage HS Football's post.
Published by Chris Calderwood [?] · February 2 · 🌐

UC DAVIS FOOTBALL
DANIEL WHELAN
P 6'5" 215 LBS
RANCHO MIRAGE HS
ANIMAL SCIENCE RANCHO MIRAGE, CA
#AGSCENSION

JONNATHAN AVILA-BURGUENO
Offensive Line
6'4" 305
Rancho Mirage H.S.
AZUSA PACIFIC

Rancho Mirage HS Football added 2 new photos
February 2 · 🌐

We are extremely proud of these two young men for getting this special opportunity! Go Rattlers! #rmhsfootball



College Signings

INFORMATIONAL POSTS



Rancho Mirage High School Athletics shared RMHS Track and Field's photo.

Published by Chris Calderwood [?] · March 6 ·



83% 12:30 PM



#GoBruins



TOP

LATEST

PEOPLE

PHOTO

Nathan Brown Retweeted



UCLA Track & Field ... · 18h

Freshman Logen Casavant impressed in his outdoor debut as he blitzed the 200m in a time of 21.42 (+2.0) to win the event.

#GoBruins



1



21



48



Rancho Mirage High School Athletics shared Rancho Mirage HS Football's video.

Published by Chris Calderwood [?] · September 23 at 9:08pm ·



332 Views

Rancho Mirage HS Football

September 23 at 5:40pm ·

Daniel Whelan at it again! 5 great punts today! Avg. 45 yards vs. Weber State! Go Rattlers!

#ratttleralum

Info on Alums

INFORMATIONAL POSTS



Troy Warrior Athletics

2 hrs · 🌐

Troy continued their league unbeaten streak with a victory over Fullerton
Final Score: Troy 11 - Fullerton 6 SoCal Sidelines CIF Southern Section
OC Varsity #troyhs



👍 8

1 Comment 1 Share 59 Views



Like



Comment



Share



Rancho Mirage High School Athletics is attending
Game of the Week: Rancho Mirage (3-0) vs. Palm Desert
(2-1) at 📍 Palm Desert High School.

Published by Chris Calderwood [?] · September 15 at 6:47pm · Palm Desert ·



More pregame...



204 people reached

Boost Post

Video, Video, Video...

INFORMATIONAL POSTS

WHAT ELSE

CAN I POST?





PROMOTIONAL POSTS

What to post?



TROY @ SONORA
4 PM MONDAY 5/8



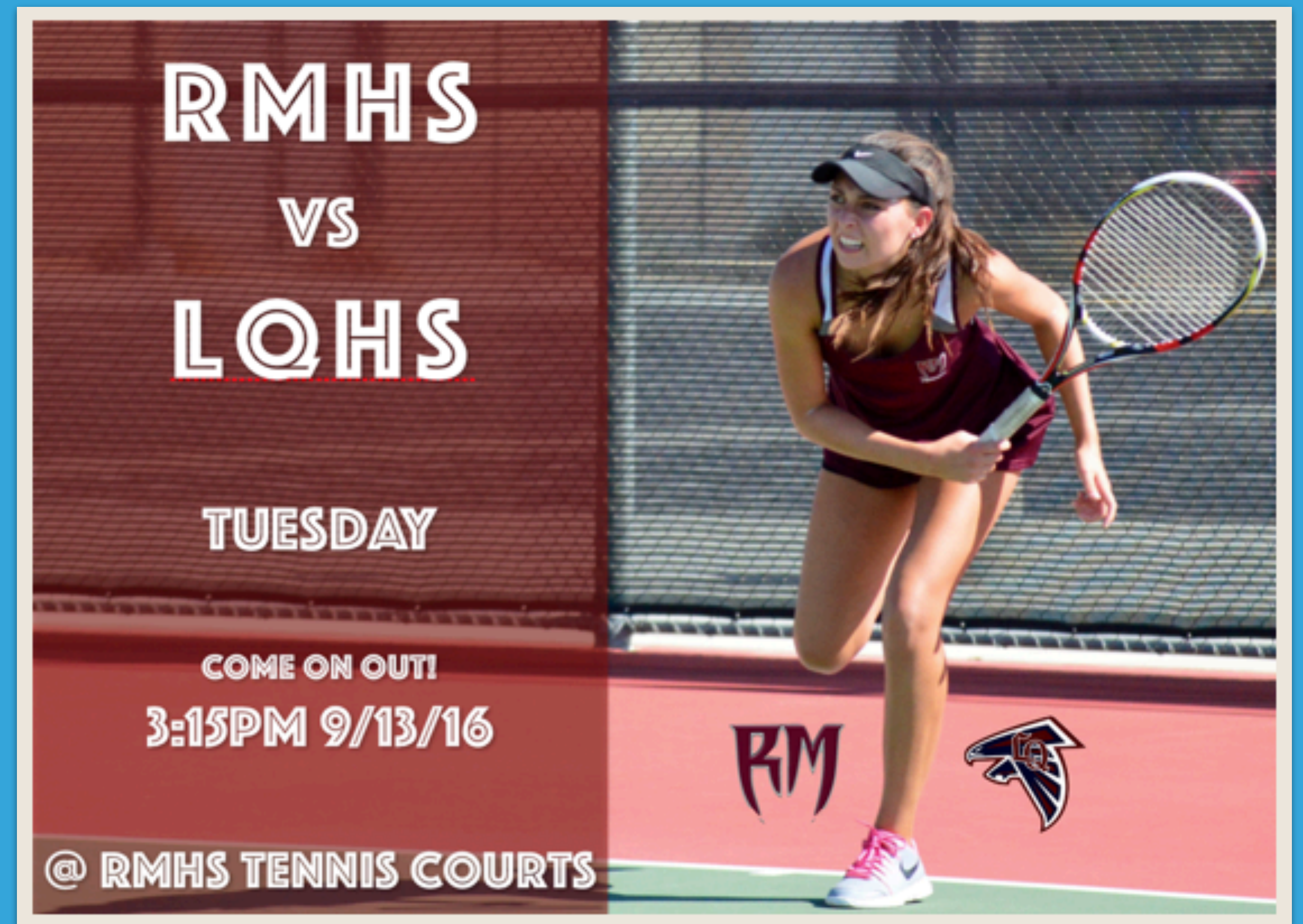
CIFSS
Div XII
FINALS

Rancho Mirage HS

@ Arroyo HS

Saturday, 12/3/16

7:00pm



RMHS
VS
LOHS

TUESDAY

COME ON OUT!
3:15PM 9/13/16

@ RMHS TENNIS COURTS



Upcoming games

PROMOTIONAL POSTS



CIF FINALS!
DIV 12
RANCHO MIRAGE
@
ARROYO
SATURDAY
12/3/16
7PM









Battle for the De Anza League Wrestling Title
Rancho Mirage v. Coachella Valley
Wednesday, 1/25/17
6:00pm
The Snake Pit
RMHS Main Gym






SJHS
@
RMHS
CIF DIV V SEMIFINALS!
SEE YOU THERE!
WEDNESDAY
11/9/16
2PM
RMHS TENNIS COURTS



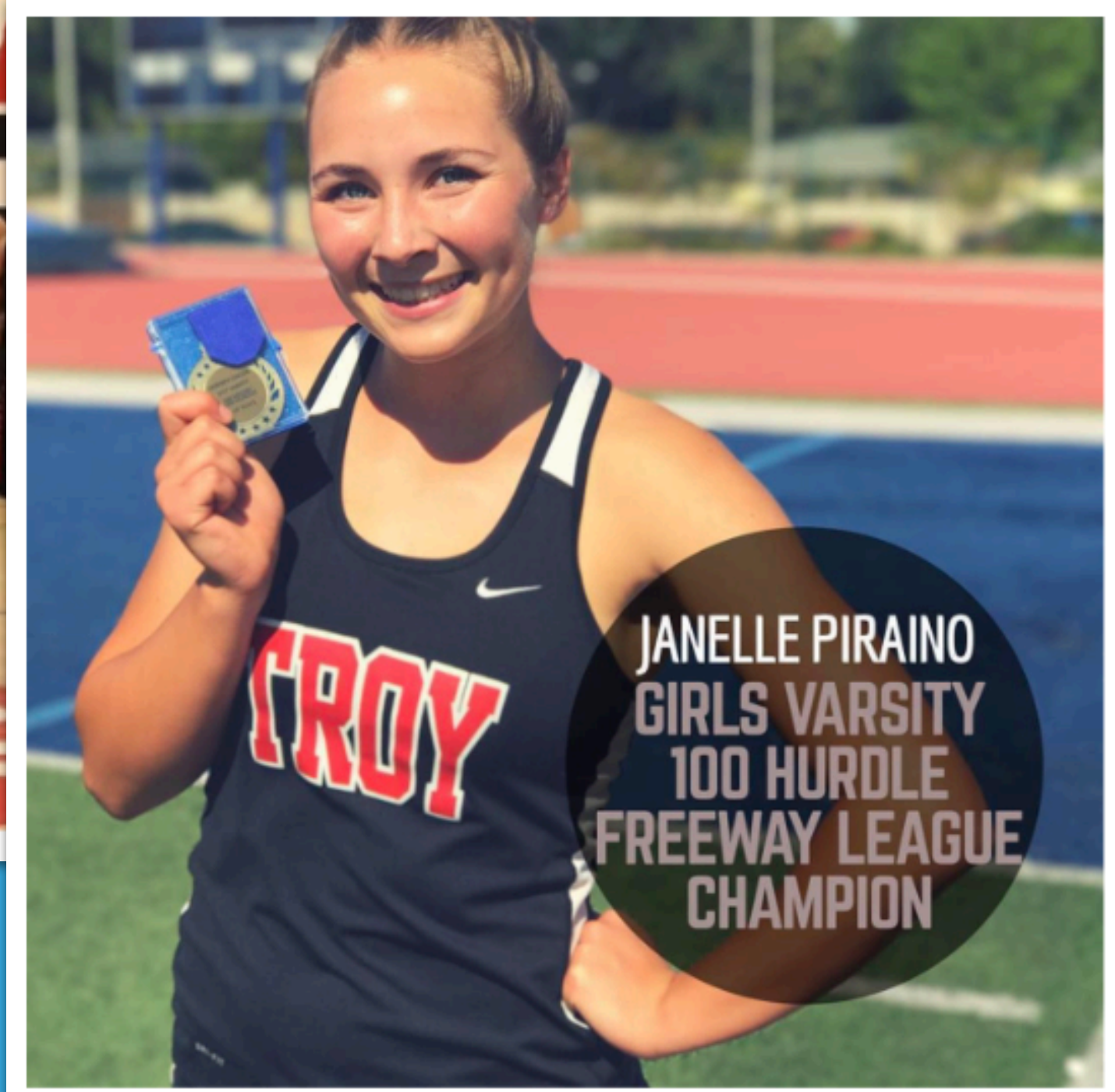
Game Day

PROMOTIONAL POSTS

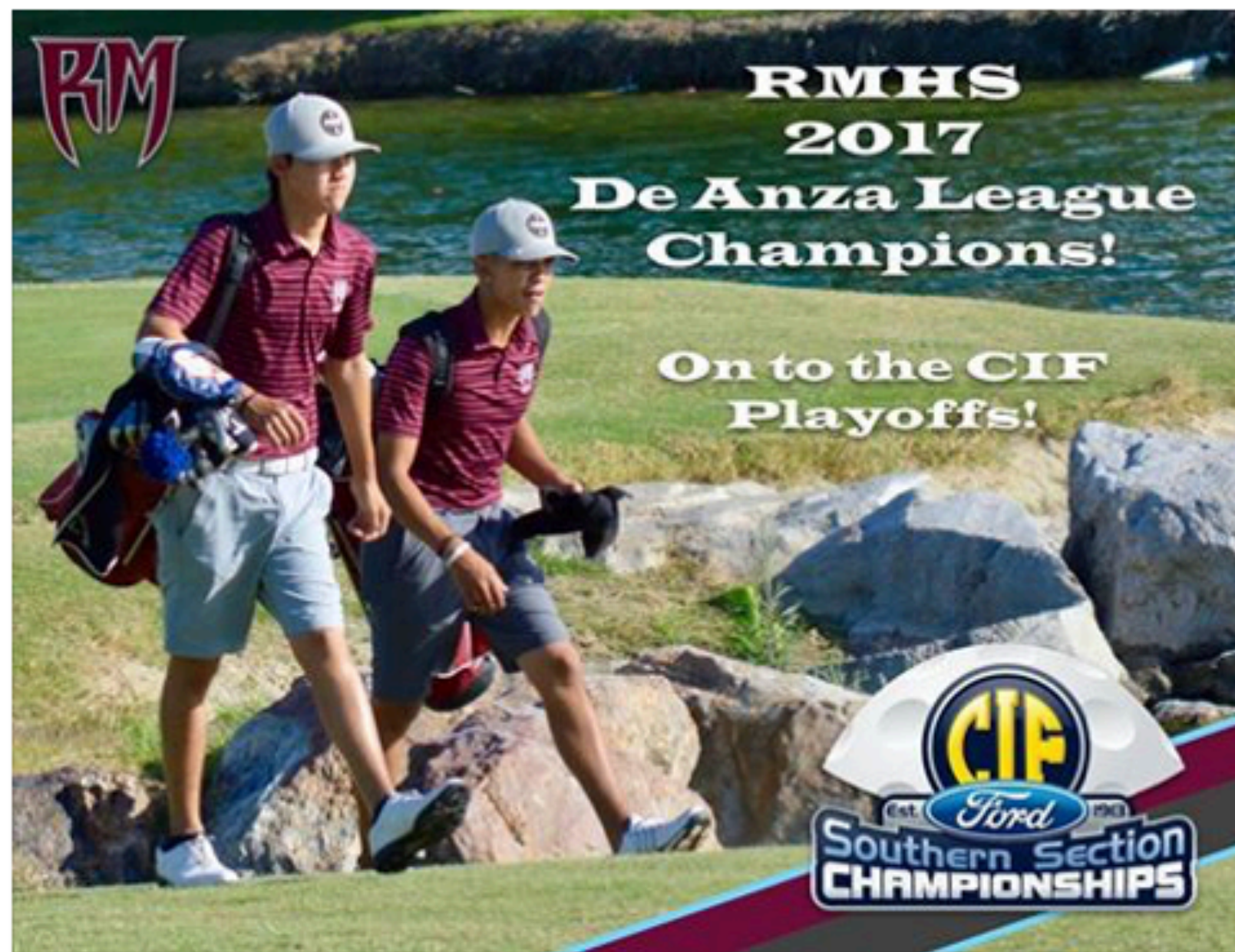


TROY BASEBALL
BACK TO BACK FREEWAY
LEAGUE CHAMPIONS

1st ever league championship for BGolf!



JANELLE PIRAINO
GIRLS VARSITY
100 HURDLE
FREEWAY LEAGUE
CHAMPION



League/CIF Champs

PROMOTIONAL POSTS

 Rancho Mirage High School Athletics added a new photo.
Published by Chris Calderwood [?] · May 21 ·

RANCHO MIRAGE HIGH SCHOOL #4 MAY 21, 2017

Spring CIFSS Playoff Update



SOFTBALL

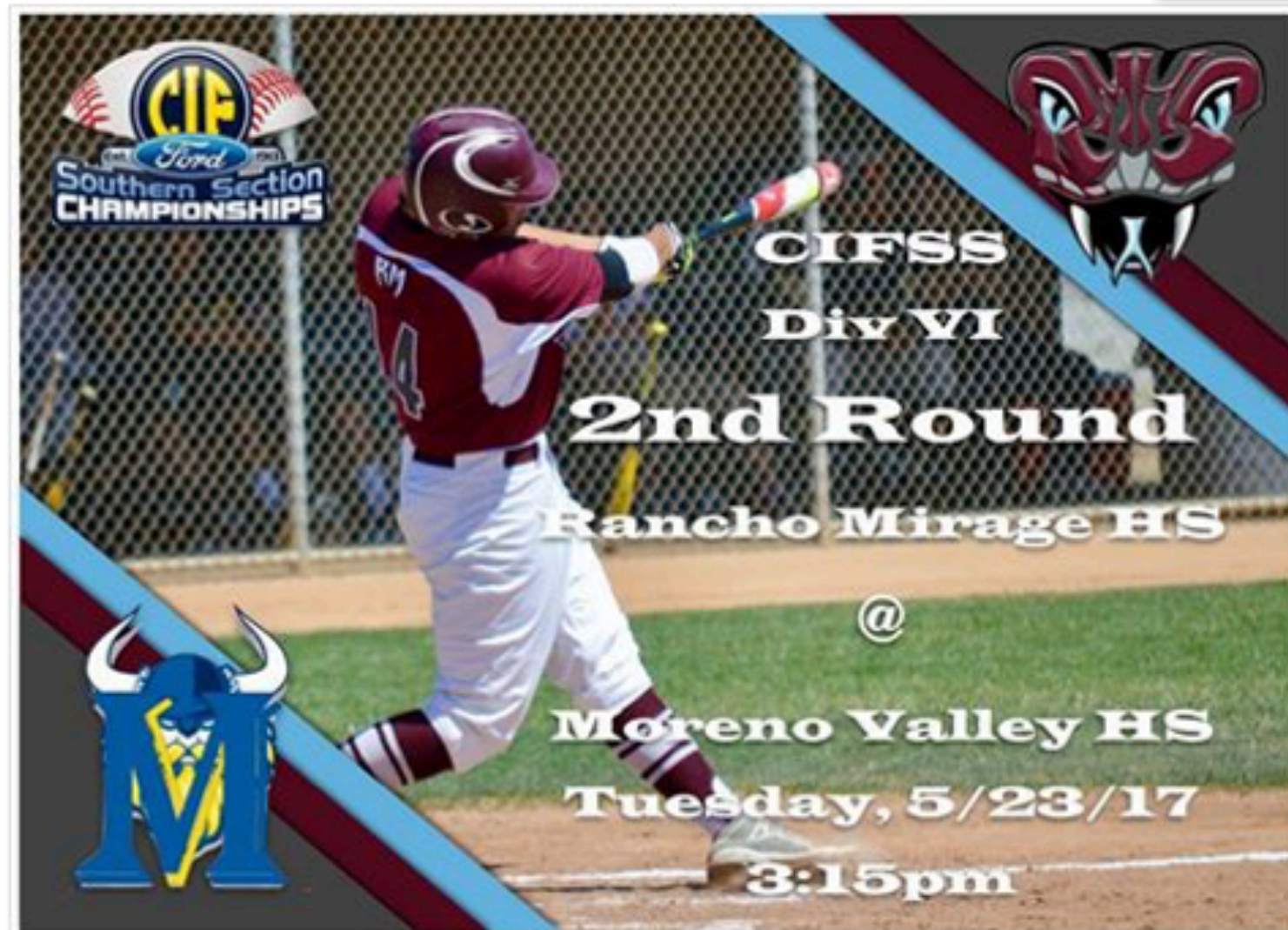
Facing a tough team from ACE HS in Helendale, the Lady Rattlers held their own and battled until the last out on Thursday. They fell just short to a pitcher who has already committed to the University of Texas and was throwing a perfect game through four innings. RMHS loaded the bases with two out in the top of the 7th but couldn't bring across the equalizer, falling just short 1-2.



BASEBALL

The Rattlers faced Div VI WC winner Santa Clara on Friday at RMHS and, for awhile, seemed a bit overwhelmed by the playoff environment. Early game jitters led to some uncharacteristic mistakes but the Rattlers came alive when they needed to do so with some timely defensive gems and clutch at bats, prevailing 3-1. Winning propels RMHS to the CIFSS Div VI second round at Moreno Valley High.

 Rancho Mirage High School Athletics added a new photo.
Published by Chris Calderwood [?] · May 21 ·



CIFSS Div VI 2nd Round
Rancho Mirage HS
@
Moreno Valley HS
Tuesday, 5/23/17
3:15pm



CIF DIV 1 GIRLS SOCCER PLAYOFFS
2ND ROUND TROY VS WESTLAKE
3:15 PM TUES 2/21 @ TROY

Playoff Stuff

PROMOTIONAL POSTS

CIF CHAMPS!

NOVEMBER 13, 2016

Fall CIFSS Playoff Update #8



The **Lady Rattlers** have become the first team in RMHS history to win a CIF Title.

Showing that they are not afraid of the moment, the Girls Tennis team took an early lead against Hemet in the CIF Division V Finals and never looked back. They continued to get production from all aspects of the lineup, with each position scoring at least one victory.

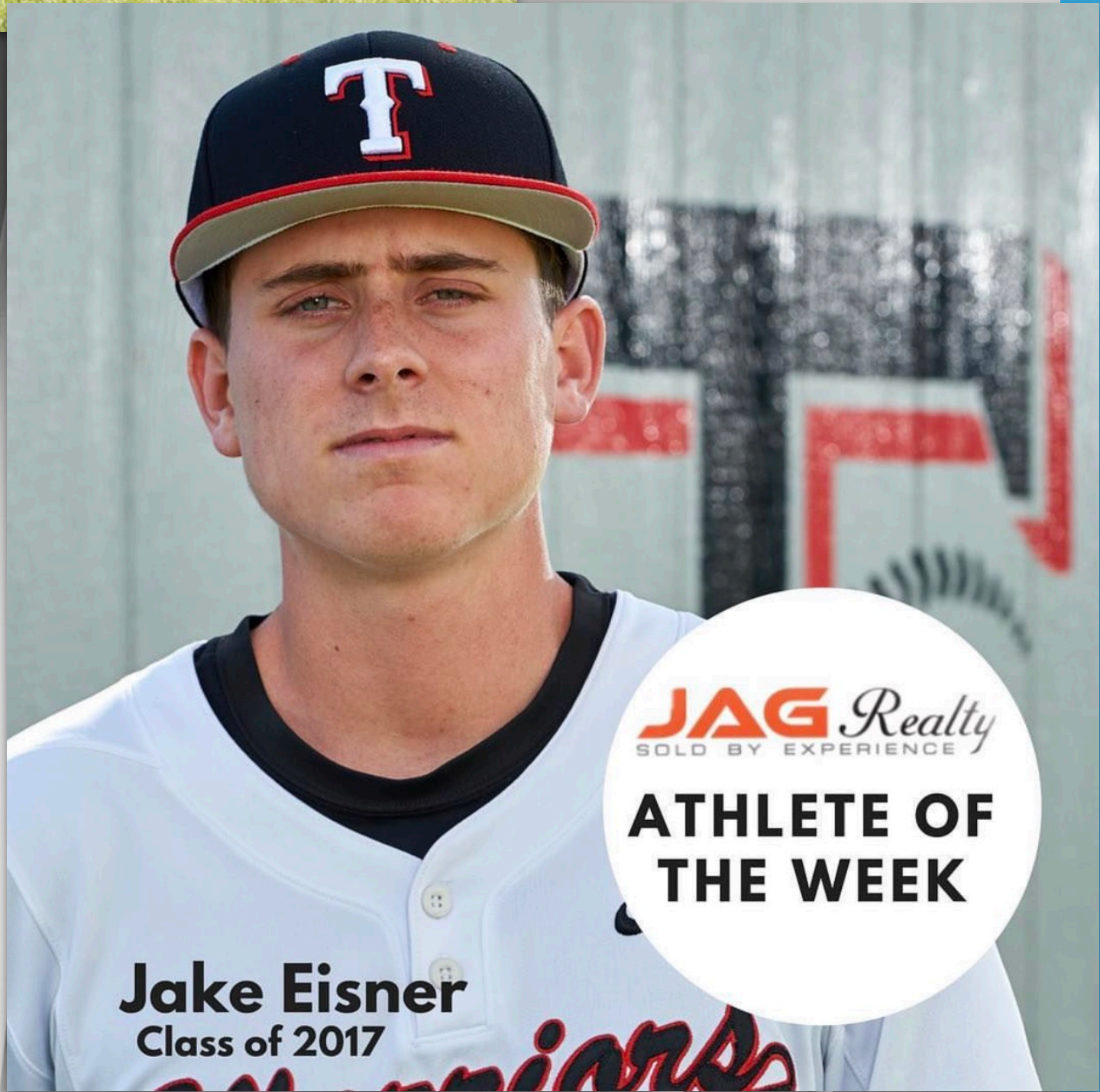
As the afternoon progressed, it was clear that RMHS was the better team and the Title would be theirs if all went according to plan. That plan, however, was in danger at the start of the

The Rattlers advance to the **CIF Div 12 quarterfinals** with an impressive 42-8 victory at home last week v. Los Amigos. The win puts the Rattlers into the quarterfinals for the second consecutive year. **They will play at Hillcrest** (River Valley #2).
Game time will be 7:30pm on Friday, 11/18/16.



Kristen Chong
Class of 2017

JAG Realty
SOLD BY EXPERIENCE
**ATHLETE OF
THE WEEK**



Jake Eisner
Class of 2017

JAG Realty
SOLD BY EXPERIENCE
**ATHLETE OF
THE WEEK**

Player of Game/Week

PROMOTIONAL POSTS



Promote Team Pages

PROMOTIONAL POSTS

WHAT ELSE

CAN I POST?





INSPIRATIONAL POSTS

What to post?



Rancho Mirage High School Athletics

Published by Chris Calderwood [?] · Just now · 🌐

"It is amazing what you can accomplish when you do not care who gets the credit."

-Harry Truman

Boost Post



Like



Comment



Share



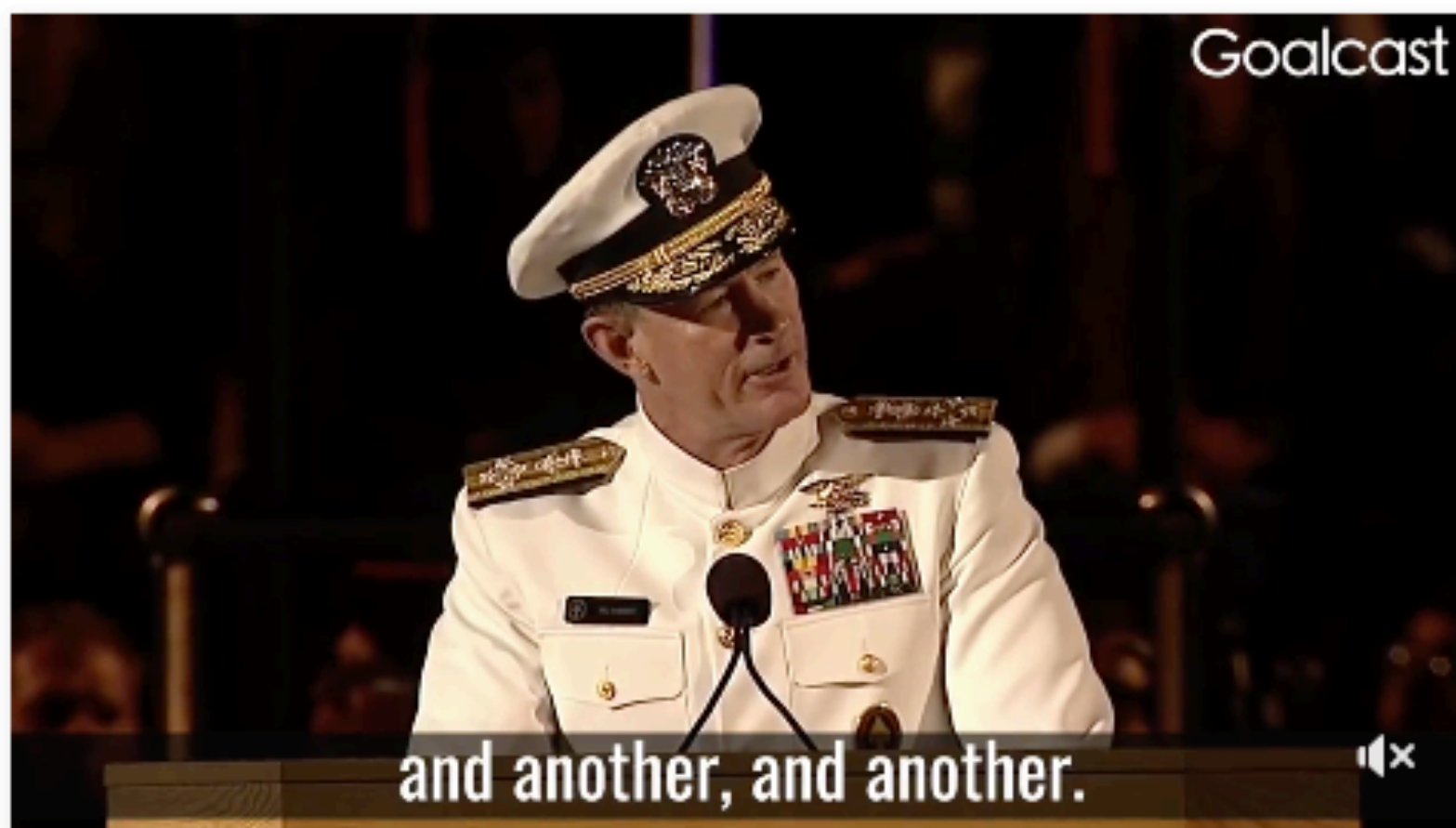
Quote of the Day

INSPIRATIONAL POSTS



Rancho Mirage High School Athletics shared Goalcast's video.

Published by Chris Calderwood [?] · August 17 ·



96,490,991 Views

Goalcast

August 16 ·

Former US Navy Admiral...
task in the morning

Get inspired. Order his



Rancho Mirage High School Athletics shared Rancho Mirage HS Football's post.

Published by Chris Calderwood [?] · April 10 ·



Rancho Mirage HS Football

April 10 ·

Interesting!



Urban: I don't care what you do at a camp. I care what your HS coach says

As high school players hit camps across the country this month, Urban Meyer had a message for campers about high school football.

COACHINGSEARCH.COM



Rancho Mirage High School Athletics shared a link.

Published by Chris Calderwood [?] · March 26 ·



Playing one sport year-round isn't smart, even for kids who want to go pro

Intense training often leads to burnout or injuries, studies show.

WASHINGTONPOST.COM

Messages for Players

INSPIRATIONAL POSTS



Rancho Mirage High School Athletics

Published by Chris Calderwood [?] · September 1 · 🌐

Did you know that high school sports is an almost uniquely American phenomenon? In most other countries, high school age students play for club teams as their only way of competing in a given sport. Most club teams are associated with cities, not local high schools. Marching bands also originated in the US and although many have tried, marching bands have not been replicated at any significant level outside the United States. I say this because there is nothing more American than going to a high school athletic contest. Try it! Take the family. You'll enjoy it.

Please take note, though, that few areas of the country love their high school sports more than Texas. In vast areas of Texas and Louisiana today students, athletes and families are doing everything but getting ready for Friday Night Football. Their fields, their towns, and their homes are inundated with water in the aftermath of Hurricane Harvey. Please take a moment to think of them as you enjoy our great traditions. Our hearts go out to all the people effected by this tragedy...it could very well be us.

We'll see you at the game. Go Rattlers!

<https://t.co/SR6DmnNbyM>

[Facebook.com/RedCrossHouston](https://www.facebook.com/RedCrossHouston)

[Twitter.com/RedCrossHouston](https://twitter.com/RedCrossHouston)

#JJWatt



[Click here to support Houston Flood Relief Fund](#)



Rancho Mirage High School Athletics added a new

photo.

Published by Chris Calderwood [?] · July 29 · 🌐



Rancho Mirage High School Athletics says Goodbye to Dr. Wagner!

After five years as the only principal that RMHS has ever known, Dr. Ken Wagner accepted a job at the district level in another school district and is moving on. Make no mistake...there is no single person who has had more of an effect on what is now Rancho Mirage High School Athletics than Dr. Wagner.

From the very beginning, long before RMHS opened it's doors in the fall of 2013, Dr. Wagner's mark was being made on athletics at RMHS. From the priority he placed on properly funding a new school's athletic department to the people who were hired to fulfill this vision, to his love for our athletes, Dr. Wagner has molded, shaped, cajoled, cheered for, and most importantly, consistently supported athletics at Rancho Mirage High School. We are all very proud of what our athletes and coaches have accomplished in a very short amount of time as we enter into our fifth school year. No one has been more instrumental in and is more proud of what RMHS has become than Ken Wagner. It is our responsibility to continue what he has begun. We wish him well. He will be missed!

5,202 people reached

Boost Post



Like



Comment



Share



Mauricio Alvarez, Dominic Kirby and 51 others

[Top Comments](#) ▾

Messages for Parents

INSPIRATIONAL POSTS



Rancho Mirage High School Athletics

Published by Chris Calderwood [?] · July 4 · 🌐

Have a safe day with family and friends celebrating our great country. Go Rattlers!



702 people reached

Boost Post

Like Comment Share

Kelli Murphy, Tim Rouleau and 6 others

1 Share



Write a comment...



Holidays / Best Wishes



Rancho Mirage High School Athletics

Published by Chris Calderwood [?] · June 18 · 🌐

Happy Father's Day to all our RMHS dads! Thanks for all you do for our young men and women.

Keep up the good work!



628 people reached

Like Comment Share

Dakota Henry, Mari Godinez and 20 others



Write a comment...



Rancho Mirage High School Athletics

Published by Chris Calderwood [?] · June 1 · 🌐

Today is a big day at RMHS; an emotional day. We graduate our 1st class of students who started their HS careers as Rattlers. Four years ago these seniors came to us as little freshman, to a brand new school with new rules, norms, and opportunities. They graduate tonight as proud representatives of the school they helped create.

Congratulations to the RMHS Class of 2017. We are very proud of all you have done and look forward to all you will become.

Go Rattlers!



INSPIRATIONAL POSTS

WHAT PLATFORM(S) SHOULD I USE?



CHOICES...CHOICES

PLATFORM??



PRESENTERS

MIKE SILZER

- ▶ Athletic Director
- ▶ Troy HS
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