**Seven Things That College Coaches Want to See in a Prospect’s Social Media**

**Football Scoop – Doug Samuels**

1. **Are they true fans of the game? Coaches like to see players tweet about the details of a particular game. It shows a level of maturity when it comes to the game of football. It also shows how they spend their free time.**
2. **Show some love and respect to family and high school coaches/teachers. Pictures of recruit with mom and message on Mother’s Day or directed at his sister on her birthday provides an interested glimpse into the person off the field that coaches are recruiting. It shows that the recruit isn’t “too cool” to interact with the people who provide so much love for the.”**
3. **Genuine support of other sports at school. Shows a sense of maturity and that they genuinely care about the accomplishments of others outside their bubble.**
4. **Tweet about the positive things going on in life within the community. “I look for kids tweeting about the positive things they’re doing, like working a job, their academic accomplishments, community service projects and other positive things with their family and personal life.”**
5. **When recruits talk about football and not just recruiting. College coaches want guys that truly LOVE football, not guys that love the attention that they’re getting from the recruiting process. “Training camp is just 23 days away” or “Really looking forward to week 1.”**
6. **Do they embrace the hard work that goes into being great? “Excited to go to workout.” They are looking for guys that embrace morning workouts, not the guys that get on social media and whine about it. “If they’re using social media to gripe about high school workouts it’s hard to imagine them embracing workouts at 5:30 a.m. in college.”**
7. **They understand how to use their time. To remind players that they’re retweeting is a direct reflection of them, their interests and how they’re choosing to spend their time. If the tweets are videos of school fights and rap lyrics that they wouldn’t say in front of their grandmother, you can bet that college coaches are taking note of that.**