



SOCIAL MEDIA BOOT CAMP

Since 2018, Emmy Award-winning former news anchor Scott Walker has presented his Social Media Boot Camp more than a hundred times to middle and high school students, faculty and staff, high school and college athletes, college students and professionals and executives. The presentations, which are specifically customized for each audience, last approximately 60 minutes and include Q & A. Real world examples are used (good and bad) to show how important it is to use social media properly at any age.

ATHLETES

- Branding
- The media
- Social media and platforms
- Avoiding controversy
- Mistakes athletes make
- Social media stupidity
- Dumb tweets
- Going viral
- Social media's dark side
- Social media smarts

MIDDLE/HIGH SCHOOL & COLLEGE

- Cyber safety
- Digital footprint
- Social media platforms
- Going viral
- Cyberbullying
- Staying safe online
- Social media pitfalls
- Social media smarts

PROFESSIONALS & EXECUTIVES

- Your brand
- Going viral
- Controlling the narrative
- Avoiding controversy
- Social media best practices
- Managing your audience
- Digital trends
- Keeping your guard up
- Social media management tools

FACULTY & STAFF

- Avoiding getting fired
- Going viral
- Social media best practices
- Staying safe
- Cyber safety
- Digital trends
- Social media management tools

ATHLETIC AND PROFESSIONAL TESTIMONIALS



“Scott’s experience in broadcasting and journalism made for informative and educational social media training sessions for our student-athletes. He used his personal experiences to heighten their sense of social media etiquette and awareness. He was able to offer valuable tips to our student-athletes that they can immediately apply to their social media practices.”

[Jon Gilbert, former University of Southern Mississippi Director of Athletics]



“Scott’s Social Media Boot Camp and Media Training had a real impact on our players. He connected with them, kept their interest and opened their eyes to a lot of potential problems on their social media accounts. His media interview sessions and preparations are consistent with the day-to-day interaction with local, state and national media.”

[Roger Dunaway, former Tulane University Assistant Athletic Director]



“Scott’s presentation was right on point and very eye-opening for our student-athletes. It was very informative and educational for not only our student-athletes but our entire staff as well. We definitely plan on bringing Scott back in on an annual basis. This is a presentation that would be extremely beneficial to any group.”

[Jay Artigues, Southeastern Louisiana University Athletic Director]



“Scott Walker did an outstanding job at the LCTCS Conference! His Social Media Boot Camp was relevant and specific to our place of work and it relates to everyone on a college campus. Whether you are a faculty, staff, or student; all of Scott’s information is timely and relevant. To boot, it was delivered in a fun, interesting and engaging way. I would encourage all colleges and universities to consider bringing Scott to campus for media training. Thank you!”

[Dr. Jim Carlson, Vice Chancellor of Strategic Initiatives and External Affairs Northshore Technical Community College]

MIDDLE & HIGH SCHOOL SOCIAL TESTIMONIALS

“Mr. Walker’s Social Media Boot Camp was just what the doctor ordered. His presentation was head on to what all students needed to hear about the dangers of cell phone usage. I had parents contact me after they heard from their kids, thanking me for getting someone to come in and talk about the dangers of cyber messages.”

“Scott Walker’s Social Media Boot Camp does an exceptional job of presenting the topics of Social Media safety, Online Gaming safety, and the dangers of Cyberbullying in a wonderful age-appropriate and engaging manner for middle schoolers. The underlying message that what you do on social media can not only affect every aspect of your life today but also your future life with respects to High School, College, and one-day industry, helped to open an honest dialog about the students’ digital footprints.”

“Scott’s presentation received rave reviews from both students and faculty. Several teachers told me how eye-opening the information was for them and the students were completely engaged throughout the entire presentation. He gave them tons of valuable information.”

“Mr. Walker gave great information and was engaging. It gave the students something to think about and in a way that they could understand.”

“I thought this presentation was very good and beneficial. He is a dynamic speaker!”

“Some of the things are common sense that the kids simply don’t have. They also seemed to enjoy it, which is always helpful to get them to listen.”

“I thought this was a very informative presentation and the kids seemed invested in it. My boys were asking me questions when we got back to homeroom.”

[Parents, teachers and administrators]