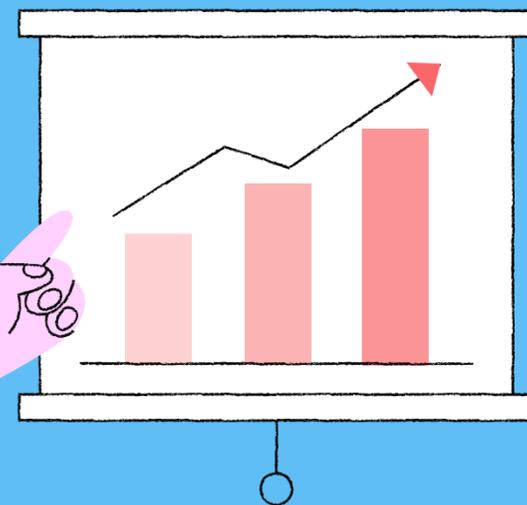
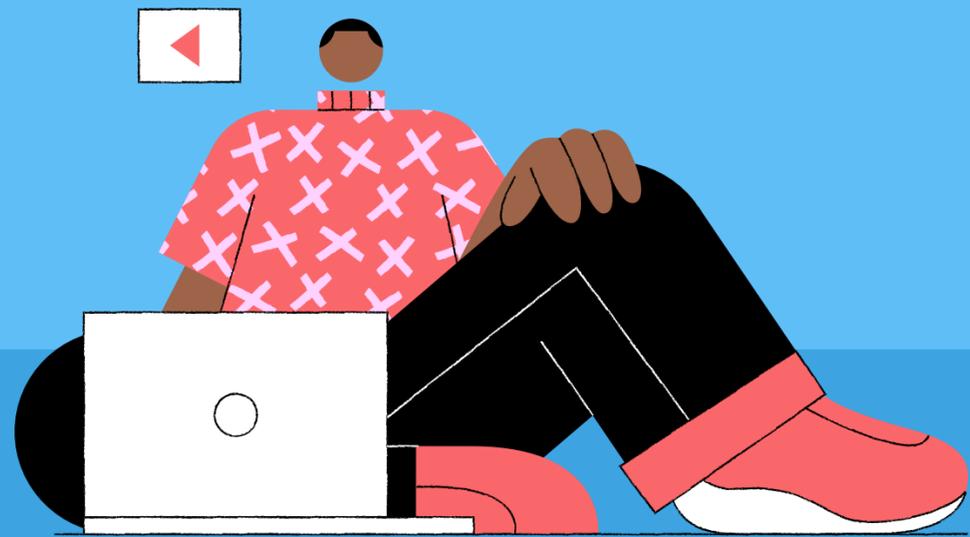
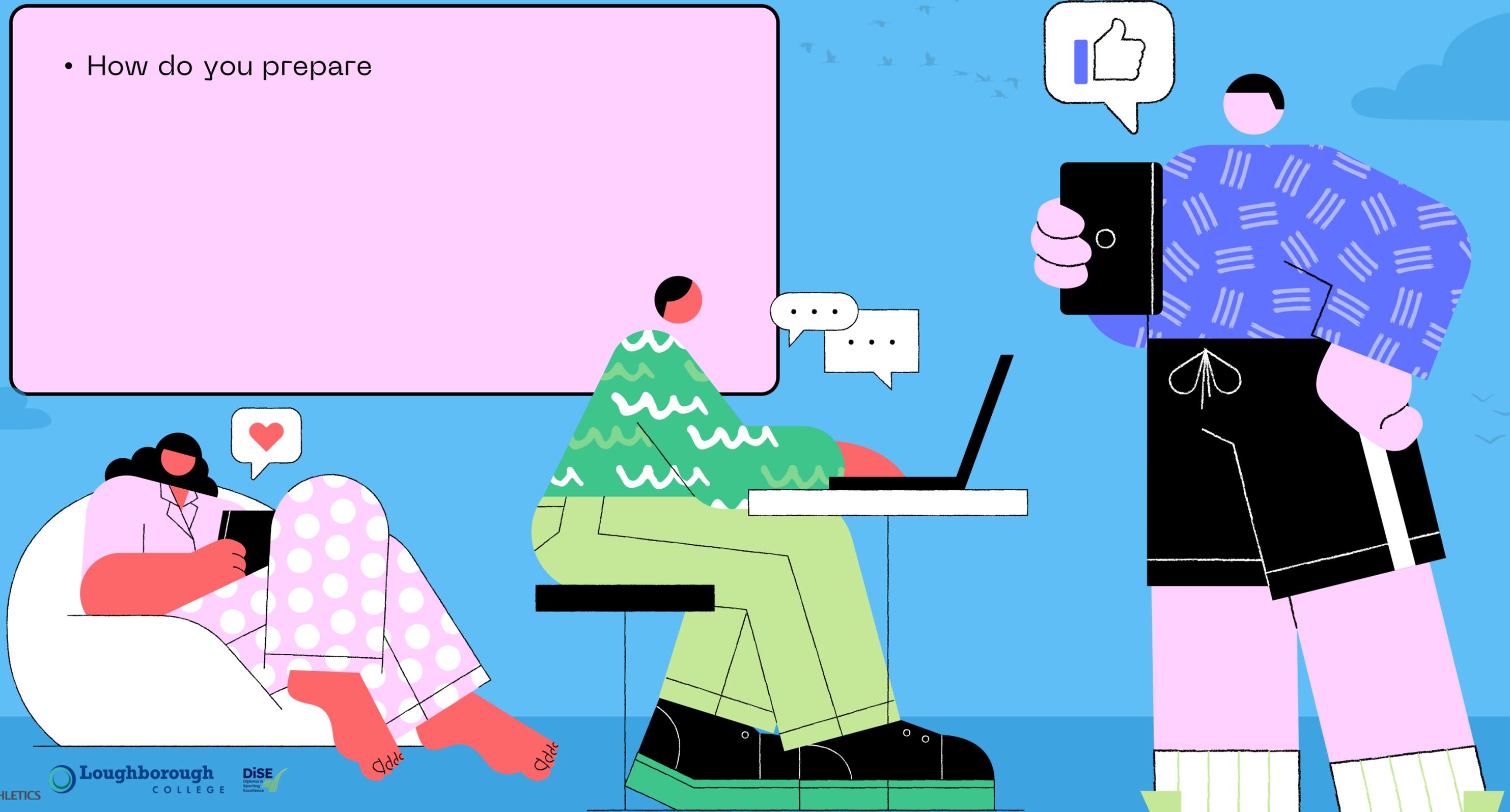


# Dealing with the Media.



# By the end of the session.

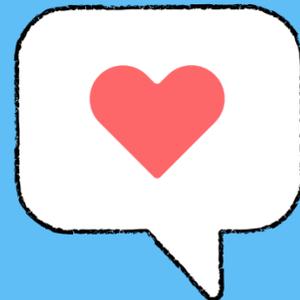
- How do you prepare



Your young person will be studying 'Dealing with the media' on their DiSE journey

# Welcome & purpose

**What's the first word that comes to mind when you hear 'media' in sport?**



# Examples

**What happened:** Manchester City star Phil Foden's Twitter account posted a provocative message challenging PSG's Kylian Mbappé after a Champions League match.

**Why viral:** The tweet was published by a third-party PR company without Foden's knowledge, sparking backlash and memes. It was quickly deleted, but screenshots spread everywhere.

**Lesson for parents:** Even when athletes outsource social media, mistakes can happen. Always review posts before they go live.



# Examples

**What happened:** After Aston Villa lost 6–0 to Liverpool, Lescott accidentally tweeted a photo of his luxury Mercedes. He claimed it was sent from his pocket, but fans saw it as insensitive.

**Why viral:** Fans were furious, interpreting it as bragging during a humiliating loss. The tweet became a meme and a PR disaster.

**Lesson:** Timing matters—posting after a defeat can be misinterpreted.



# Examples

**What happened:** NFL player Antonio Brown was filmed dancing wildly during a timeout.

**Why viral:** The quirky moves were unexpected and funny, turning into a trending meme.

**Lesson:** Even harmless moments can blow up online—athletes should assume cameras are always on.



# Why media matters

## Benefits

- Builds athlete profile for sponsorship and career opportunities.
- Allows athletes to share their story and inspire others.

## Risks

- Misquotes or negative press can damage reputation.
- Social media abuse and trolling can harm mental health.



# Videos

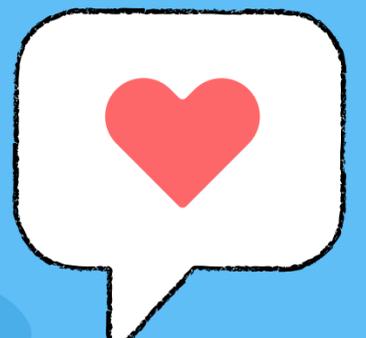
## **Rose Harvey**

- Team GB marathon runner competed at the Paris 2024 games with a broken femur.
- She completed her event in 2:51:03 in 24c heat.
- It became apparent she had competed on a broken femur (thigh bone).

## **Allen Iverson**

- Former professional basketball player.
- One of the more influential figures in NBA history.
- Known for his explosive scoring ability, quickness and fearless style despite being only 6ft tall (small for NBA standards).

After watching both videos, what differences do you notice in tone, body language and message? Which approach would you want your child to take?



## Rose Harvey

Why is this a good interview?

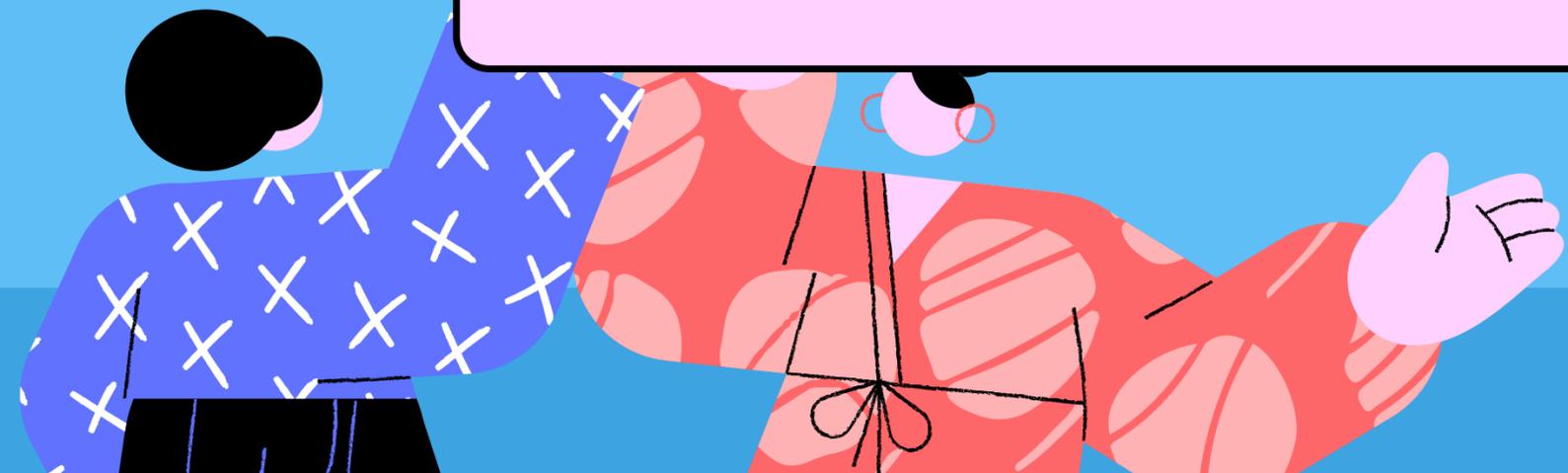
- Clear, composed delivery despite adversity.
- Positive tone and authentic storytelling.
- Shows resilience without blaming others.

## Allen Iverson

Why is this a poor interview?

- Clear, composed delivery despite adversity.
- Positive tone and authentic storytelling.
- Shows resilience without blaming others.

- Calm, authentic responses build trust and reputation.
- Emotional outbursts can damage credibility and go viral for the wrong reasons.



# Common Media Challenges

## Social media pitfalls:

- Oversharing personal details.
- Posting controversial opinions.
- Lack of privacy settings.

## Press interviews:

- Handling difficult or leading questions.
- Staying calm under pressure.

## Crisis Management

- Injury updates.
- Responding to negative stories or rumours.

# How can parents help?

## Encourage responsible social media use:

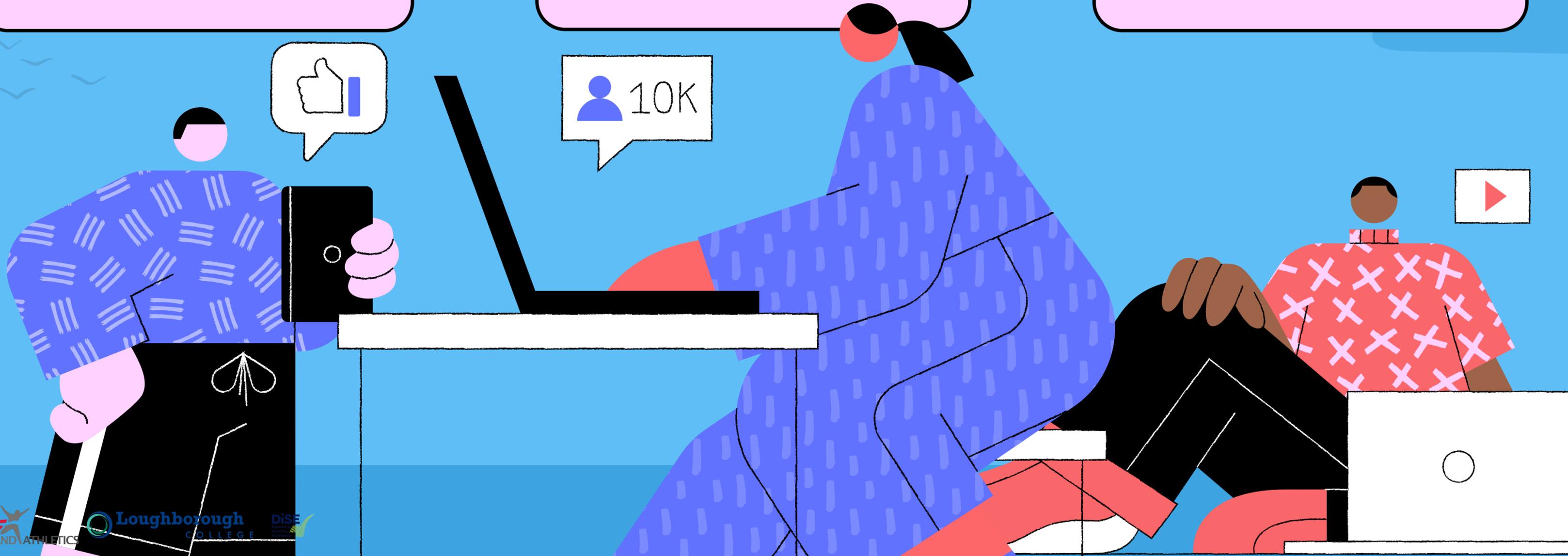
- Check privacy settings.
- Post positive, professional content.

## Practice mock interviews

- Based within the assessment to help learners understand how to deal with media interviews.

## Pause before posting

- Teach athletes to think "would I be happy for my coach/sponsor to see this?"



# Key points

- Media = opportunity + responsibility.
- Parents play a vital role in guiding safe and professional behaviour.
- What's one action you'll take to support your child with media?

## Key takeaways for parents

- **The Internet Never Forgets:** Deleted posts still circulate via screenshots.
- **Context Matters:** Posts after losses or during controversies can be misinterpreted.
- **Privacy Settings:** Encourage athletes to lock down accounts and think before posting.
- **Media Training:** Role-play interviews and social media scenarios at home.

# Further resources

## NSPCC Social Media Safety Guidance

- Explains risks of social media for children and young people.
- Offers five practical tips for staying safe:
  - Review privacy settings.
  - Turn off location sharing.
  - Block/report harmful content.
  - Set app time limits.
  - Have regular conversations about online experiences.

[What is social media? | NSPCC](#)



# NSPCC