



SOCIAL MEDIA CAPTION TOOLKIT

Simple. Customizable. Ready to Post.

INSTAGRAM

Committed

- Welcome to the family, [Name]! 🔥
#TheRightWayToPlay starts now.
- [Name] is headed to [School]! ⚡
Can't wait to get to work. #TheRightWayToPlay
- The future is bright. Welcome, [Name]!
Let's get it. 🟡 #TheRightWayToPlay

Signing Day Announcement

- It's official. 🟡👉
Welcome to [School], [Name]!
#TheRightWayToPlay
- Signed, sealed, ready to go.
Welcome to the program, [Name]! 🔥
#TheRightWayToPlay
- Big day for [Name] and our program.
Welcome to [School]! #TheRightWayToPlay

Welcome to [School/NAIA]

- Welcome to [School], [Name]!
A place to compete, grow, and belong.
#TheRightWayToPlay
- Your next chapter starts here.
Welcome to [School]! 🟡
#TheRightWayToPlay
- Built for more than the game.
Welcome to the NAIA, [Name].
#TheRightWayToPlay

X (TWITTER)

Committed

- COMMITTED: [Name] ➡ [School]
#TheRightWayToPlay
- [Name] is all in. Welcome to [School]! 🟡
- Another one joining the squad ⚡
Welcome, [Name]! #TheRightWayToPlay

Signing Day Announcement

- SIGNED ⚡👉
Welcome to [School], [Name]! #TheRightWayToPlay
- Officially official.
[Name] is headed to [School]! #TheRightWayToPlay
- Big day for [Name]!
Welcome to the program 🟡 #TheRightWayToPlay

Welcome to [School/NAIA]

- Welcome to [School], [Name]!
#TheRightWayToPlay
- [Name] 🟡 [School]
Let's get to work. #TheRightWayToPlay
- Welcome to the NAIA, [Name]! 🟡
#TheRightWayToPlay



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FACEBOOK/LINKEDIN

Committed

- We're excited to welcome [Name] to [School]!
- A great addition to our program and community.
#TheRightWayToPlay
- [Name] has committed to [School]!
- We're looking forward to what's ahead.
#TheRightWayToPlay

Welcome to [School/NAIA]

- Welcome to [School], [Name]!
Here, you'll find a place to compete,
grow, and belong. #TheRightWayToPlay
- We're proud to welcome [Name] to the
NAIA and to our campus community.
#TheRightWayToPlay

Signing Day Announcement

- It's official—[Name] has signed with [School]!
We're excited to have you join our program.
#TheRightWayToPlay
- Congratulations to [Name] on signing with [School]!
Your journey starts here. #TheRightWayToPlay

QUICK TIPS FOR COACHES:

- Tag the student-athlete, their high school/club, and key supporters
- Use #TheRightWayToPlay to connect to the NAIA network
- Keep it simple—authentic posts perform best