

# NIL Tips

<https://silosolo.com/466934>

## Summary

The transcript discusses the impact of Name, Image, and Likeness (NIL) on college sports, particularly in terms of college recruiting. High school athletes are influenced by the social media presence of college athletes, leading them to gravitate towards colleges where their favorite athletes post content. Athletic departments have dedicated resources to support college athletes in capitalizing on NIL, including social media teams and alumni funds. However, there is a risk of brands exploiting college athletes, so athletes need to be cautious when accepting brand agreements. The transcript concludes with tips for college athletes to capitalize on NIL, such as reaching out to companies on social media, building their personal brand, and establishing fair agreements.

## Silo sample questions

- What is NIL and how has it impacted college recruiting?
- How have athletic departments supported college athletes in capitalizing on NIL?
- What are the risks for college athletes when accepting brand agreements?
- What tips can college athletes use to capitalize on NIL?

## Topics

NIL and its impact on college recruiting

Brands exploiting college athletes

Tips for college athletes to capitalize on NIL

## Key Takeaways

- NIL (Name, Image, and Likeness) allows college athletes to profit off their name, image, and likeness.
- Social media has had a significant impact on college recruiting, with high school athletes gravitating towards colleges where their favorite athletes post content.
- Athletic departments have invested in NIL departments and alumni funds to support college athletes.
- NIL has leveled the playing field for athletes in less popular sports to monetize their likeness.
- Brands may exploit college athletes, so it's important for athletes to be cautious and understand the terms of brand agreements.

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