

This brand audit evaluates Selena Leban's social media presence based on her current digital footprint

1. Personal Brand Identity & Visual Audit

The Problem: Incohesive Digital Presence

- The content currently published to Instagram is a mix between personal photo content and collaborative volleyball content, creating a disorganized and incohesive feel.
- Single-platform presence: The user only has a consistent presence on a single platform, Instagram.

2. Platform-Specific Audit

Instagram

- 6,086 followers
 - Likes are hidden on personal posts
 - 10-20 comments on personal posts
- Split between personal and volleyball/sponsored content
- Current highlights showcase personal life (travel, solo pictures, food, ect)
 - Nothing explicitly showing volleyball/UF/school/training, ect
- Most volleyball-related posts are collaborative with a brand or school

Twitter

- 4 followers
 - No bio, no banner, or brand identity
 - Very limited posting
- Content is almost entirely FV-sponsored content
- No organic voice, personal content, or engagement

LinkedIn

- 7 connections
 - Outdated and limited information
 - Shows she still plays for Kansas
- Lacks professional positioning, achievements, and career

Tik Tok

- 1,532 followers
 - Content appears limited or inconsistent
 - No clear volleyball or UF branding
- High potential for organic reach and growth
- Currently, underutilized as a primary platform

3. Content Strategy: Long-form v. short-form

- Current State: mostly short form

- Should focus more on developing short form videos that highlight volleyball as well as personal content
- Use Instagram to showcase more personal content reels while X could highlight more volleyball highlight content
 - Florida Victorious material should be shared on both
- Could develop a YouTube channel to share long form videos showcasing more volleyball skills or a longer “get to know” style video

4. SWOT & SOAR Analysis

SWOT (Current State)

Strengths	Weaknesses
Division 1 UF SEC athlete, international experience/potential, strong Instagram engagement base	Incohesive brand identity, volleyball not clearly emphasized through socials, limited multi-platform presence
Opportunities	Threats
Build NIL and sponsorship portfolio, brand as an international SEC athlete, expand into Tik Tok and other video content	Crowded SEC athlete space, performance or injury risk, algorithm and reach volatility

SOAR (Aspirational State)

- Strengths: Leverage 6,000+ Instagram followers and SEC athlete status to grow NIL value and fan engagement
- Opportunities: Positioning as a standout international UF volleyball athlete to attract global and collegiate brand partnerships
- Aspirations: Building a recognizable athlete brand that blends elite performance, personality brand identity, and international influence
- Results: Growing her social following to 10,000+ and increasing engagement through more volleyball focused and behind the scenes content

5. 3rd Party Verdict

The Voice: Her captions and posts feel more like a casual college student opposed to a D1 volleyball athlete. Instead, her tone should reflect confidence, competitiveness, and pride in her athletic and international identity to elevate her brand and recognition

The Audience: Your audience is volleyball fans, mostly female Gen Z and Millennial, that want to be able to feel a personal connection through the content being shared. Let your personality shine through all forms of content, whether volleyball or personal, and make it feel less like you are pushing promotional material. Adding the authenticity will help to better connect to the audience.

Final Recommendations:

1. Develop an identity encompassing volleyball, personality, and international influences that can be shared across all platforms, including making UF and volleyball the foundation of her profiles
2. Post more performance, training, and game day content
3. Develop a consistent athlete voice that feels confident, while leveraging her international focus
4. Shift from casual posting to more storytelling about her growth, mindset, goals, and history