



# Kansas State University

KSU's athletic department engaged Greenfly to enhance storytelling and engagement across their sports teams and empower student-athletes to build their personal brands and increase the value of their NIL with digital media.

Greenfly has become integral to their content strategy and operations. The staff automatically organizes and delivers thousands of gameday photographers' photos and videos from their PhotoShelter digital asset management system.

And they collect original media from student-athletes and coaches to expand their personal and school brands.

These advocates also access personalized galleries through the Greenfly app to share on their social media profiles.

**+135%** video posts YoY for Men's Basketball\*

**57** content contributors

**12** sports teams

**305,000** non-unique assets distributed\*\*

**480+** student-athletes and coaches

**19,000** downloads and shares

Sources: Greenfly. \*2019-20 vs. 2018-19; \*\*10/1/2019-4/1/2021.

**“Part of K-State’s commitment to supporting student-athlete success includes equipping each one to build a personal brand, which contributes to elevating the K-State brand. Partnering with Greenfly will extend our reach beyond team accounts and will ultimately help us tell better stories.”**



**Jay Moline**, Director of social media & digital engagement, K-State Athletics