EUROPEAN DEAF PADEL · SEVILLE 2026

10 tips to make your padel visible

A practical guide to Instagram, TikTok and personal branding for European Deaf Padel players.

Your talent is on the court. Your story deserves to be known.

You don't need thousands of followers or a professional recording team. You need to show people who you are, what you do and what motivates you. This guide will help you communicate your padel journey in a clear, visual and accessible way.

01 Take care of your profile: your introduction to the world

Choose a clear profile picture in which people can recognise you. Use a name that is easy to search for and explain in your bio that you are a padel player.

If you wish, include your city or country, tour, category, relevant achievements and a professional contact method. **Do not publish your home address, personal phone number or private information.**

> EXAMPLE BIO
>
> Padel player · National and international competition · Hard work, passion and determination · Contact and collaborations.

02 Tell people who you are, not just how many matches you win

Share your training sessions, travels, preparation, lessons learned, team spirit and challenges. Results matter, but people also connect with the journey you take to achieve them.

Think of three words you would like people to associate with your name:

hard work	talent	respect	determination	consistency	passion

03 Make the most of Instagram

PROFILE Explain who you are.	STORIES Show your everyday life.
REELS Share points, exercises and tips.	POSTS Keep a record of your results, photographs and collaborations.

Tag your club, tournament, partner and organisation whenever appropriate. Make sure the accounts you tag are the official ones.

04 Use TikTok to reach new audiences

Try short, vertical videos: an incredible point, a day at a competition, how you prepare for a final, a useful exercise or your personal story as an athlete.

Start with an eye-catching image. Don't make the introduction too long: show something interesting straight away.

05 Make sure your videos can be understood without sound

Use subtitles for spoken messages and check them for mistakes before publishing. Automatic captions do not always recognise proper names or sporting terminology correctly.

Write short sentences, use a readable font size and ensure good contrast. Do not place essential information in areas covered by the app's buttons.

If you use sign language, frame your video so that your hands, face and expressions are clearly visible. Never rely on music or spoken words as the only way of communicating information.

06 Record with your phone: a 30-second formula



0–3 s	3–10 s	10–23 s	23–30 s
An eye-catching image.	Who you are and what you do.	A point, exercise or personal story.	A final message and an invitation to follow your profile.

Record vertically, clean your camera lens, find good lighting and avoid sudden movements. If possible, use a phone stand or ask someone to record you.

07 Post consistently and engage with your audience

As a starting point, try posting two or three videos a week and a few Stories whenever you have something happening. A sustainable posting routine is better than publishing lots of content for a few days and then disappearing.

Reply to comments, engage with other players' posts and share content from your club or tour when it adds value. **Never buy followers or take part in artificial engagement exchanges.**

08 Use hashtags and tags wisely

Combine general and specific hashtags:

#DeafPadel #EuropeanDeafPadel #PadelPlayers #PadelCommunity #IPMA

Add the name of the tournament, club or city when relevant. Don't fill your posts with unrelated hashtags. Only tag people and organisations connected to the content.

09 Get your profile ready for potential sponsors

A brand wants to know who you are, which audience you reach and what you can offer. Show professionalism, authenticity and consistency.

You could offer photographs featuring their products, training videos, brand mentions, tournament posts or appearances at events. Explain exactly what you will do and **never promise figures you cannot prove.**

SAMPLE INTRODUCTORY MESSAGE

“Hello, my name is [name]. I am a padel player competing in [tour/competition]. I would like to explore a potential collaboration to increase visibility for your brand through my social media channels and sporting activities. Would you be available for a conversation?”

10 Protect your image and the image of others

Ask permission before publishing close-up photographs or private conversations involving other people. Respect tournament and club rules, and always check before using images of minors.

Enable two-factor authentication, use unique passwords and be wary of messages asking for verification codes, money or access to your account.

Think before you post: once shared, content can be saved or circulated beyond your control.

BEFORE YOU HIT PUBLISH

Your pre-publication checklist

- [ ] Can the video be understood without sound?
- [ ] Have I added and checked the subtitles?
- [ ] Is the text easy to read, with good contrast?
- [ ] Are my face and, where appropriate, sign language clearly visible?
- [ ] Have I correctly tagged the club or tournament?
- [ ] Do I have permission from the people appearing in the video?
- [ ] Have I avoided showing personal details or private information?
- [ ] Does the content reflect the values I want to communicate?

YOUR FIRST CHALLENGE

Record a 15–30-second video

Introduce yourself, show a padel action, add a sentence about what this sport means to you and finish by inviting people to follow your profile. Then check that the video can be understood without sound and that all the text is easy to read.

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Sport doesn't need sound to make itself heard.

It needs stories worth telling.

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