

SCHS Athletics Symposium

Athletes and Social Media

Yuri Wright



Recent Issues with Social Media

- Just last month, the NCAA handed North Carolina a one-year bowl ban and took away 15 scholarships after discovering nine major violations. The investigation was kicked off by a tweet.
- Western Kentucky University suspended a running back after he tweeted negativity toward fans in October.
- A Lehigh University wide receiver was suspended for retweeting a racial slur in December.

What are colleges doing?

- While reputation and NCAA issues pop up all across the nation, universities are turning to private companies like Varsity Monitor and UDiligence, spending up to \$10,000 a year to monitor their students' social networking activity.
- Varsity Monitor and Udiligence has clients such as the University of North Carolina, University of Oklahoma, Nebraska, University of Louisville, Texas, and many others.

Other schools are.....

- The University of Arizona, have demanded that athletes make their profiles private on Facebook, Twitter, MySpace and other social media platforms.
- At some schools, athletes have even been required to surrender their usernames and passwords.
- Some (including Kent State and Loyola of Chicago) have even gone one step further, completely banning all athletes from Facebook.

Top 20
Best Practices for Student-
Athletes Living in a Social World

If you wouldn't want your
grandmother/mother to see it
then DON'T post it.

#1

If you even hesitate for a second to post it, DON'T! There is a reason you hesitated in the first place.

#2

Make sure your default picture
(and all others) are
appropriate.

#3

Your twitter handle and facebook name and URL should not include profanity or slang.

#4

Privacy settings only go so far.
Social media is public, keep
that in mind.

#5

Respect yourself and respect others. You are conversing on a public platform after all.

#6

The laws of the real world still apply in the world of social media, i.e.; underage drinking is against the law, harassment, hate crimes, cyber bullying, etc. Remember that teachers, coaches, teammates, peers, and other important influences are watching and listening.

#7

ReTweeting profanity is no different than using it in your original Tweets. DON'T do it.

#8

Avoid replying to, or
ReTweeting users with vulgar
names.

#9

Is who you are presenting yourself to be online, who you want the world to see you as?
Be a responsible social media user.

#10

Don't allow a 'hater' to bait you into a 'social beef'. Ignore them and remember their actions are usually fueled by jealousy.

#11

If you don't like something a media member wrote about you, your coach or your teammate, ignore it. Engaging in public Twitter or Facebook argument is a battle you won't win.

#12

Consider opinionated topics off limits. Avoid commenting on sexual orientation, race, and religion.

#13

There are many other teams and student-athletes at your school. Take the time to give them a shout-out when they do big things

#14

What happens in the locker room stays there. Things that are said in private team settings should never find their way onto social platforms.

#15

Don't tweet or post during class. That's like disrespecting someone (in this case, your teacher) behind their back.

#16

If your coaching staff give you guidelines to follow for Twitter/Facebook, be sure to trust and follow them closely. Your team and staff has your long-term best interests in mind.

#17

In your posts discuss your interests, positive comments and pictures, and use SPELL CHECK!

#18

When using social media remember that **79%** of HR Recruiters review online information about candidates when evaluating them for potential job or college admissions.

#19

Act as a representative for your sport, your team, and your school and always maintain a professional profile.

#20