



OBJECTIVE

Identify applicable recruiting legislation to analyze permissible use of social media platforms.

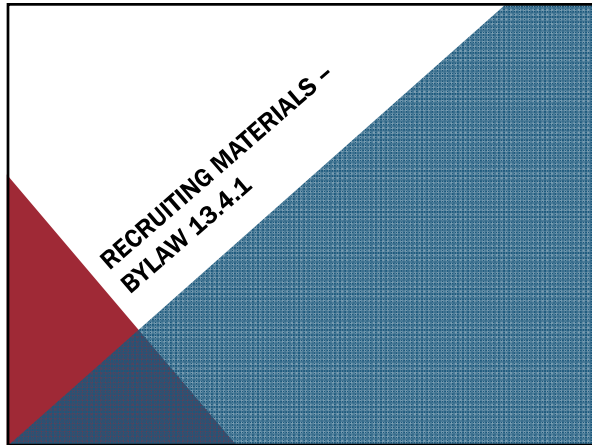
AGENDA

Social Media.

- Analysis.
 - Recruiting Materials.
 - Publicity.
 - Endorsements.
- Mobile Applications.
- Case Studies.

BYLAWS IMPACTED BY SOCIAL MEDIA

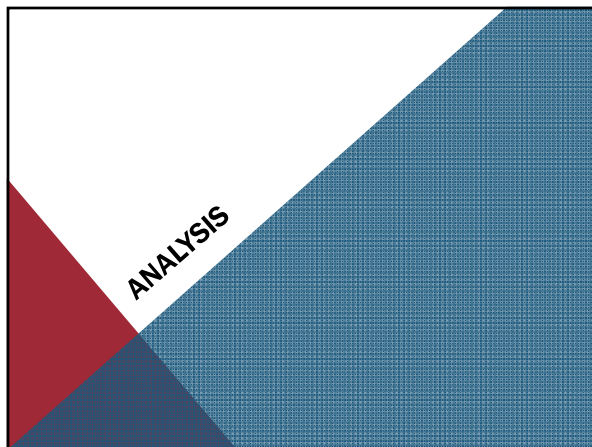
- ❖ NCAA Bylaw 11.3.2.4 - Noninstitutional Publications that Report on Athletics Programs.
- ❖ Bylaw 11.3.2.8 - Promotion or Endorsement of a Prospective Student-Athlete's (PSA's) Team, Coach or Athletics Facilities.
- ❖ Bylaw 13.4.1.4 - Electronic Correspondence.
- ❖ Bylaw 13.4.1.7 - Video/Audio Materials.
- ❖ Bylaw 13.10 - Publicity.



Forms of Electronic Correspondence	Prospective Student-Athlete's (PSA's) Sport	Prior to Commitment to the Institution	Institutional Camp or Clinic Logistical Issues	After Written Commitment
Email (and Facetime)	Men's Basketball	Permissible after the June 15 following a PSA's sophomore year in high school. Must be private between sender and recipient.	Permissible prior to the first date to provide recruiting materials to a PSA provided the information relates solely to logistical issues.	Permissible
	Men's Ice Hockey	Permissible after the January 1 of a PSA's sophomore year in high school. Must be private between sender and recipient.		
	Football, Cross Country/Track and Field and Swimming and Diving	Permissible after the September 1 of a PSA's junior year in high school. Must be private between sender and recipient.		
	All Other Sports	Permissible after the September 1 of a PSA's junior year in high school. Must be private between sender and recipient.		
Text and Instant Messaging	Men's Basketball	Permissible after the June 15 following a PSA's sophomore year in high school. Must be private between sender and recipient.	Permissible prior to the first date to provide recruiting materials to a PSA provided the information relates solely to logistical issues.	Permissible
	Men's Ice Hockey	Permissible after the January 1 of a PSA's sophomore year in high school. Must be private between sender and recipient.		
	Football, Cross Country/Track and Field and Swimming and Diving	Not a permissible form of electronic correspondence.	Not a permissible form of electronic correspondence prior to a PSA's commitment to the institution.	
	All Other Sports	Permissible after September 1 of a PSA's junior year in high school. Must be private between sender and recipient.	Permissible prior to the first date to provide recruiting materials to a PSA provided the information relates solely to logistical issues.	

Forms of Electronic Correspondence	Prospective Student-athlete's (PSA's) Sport	Prior to Commitment to the Institution	Institutional Camp or Clinic Logistical Issues	After Written Commitment
Email (and Facsimile)	Men's Basketball	Permissible after the June 15 following a PSA's sophomore year in high school. Must be private between sender and recipient.	Permissible prior to the first date to provide recruiting materials to a PSA provided the information relates solely to logistical issues.	Permissible
	Men's Ice Hockey	Permissible after the January 1 of a PSA's sophomore year in high school. Must be private between sender and recipient.		
	Football, Cross Country/Track and Field and Swimming and Diving	Permissible after the September 1 of a PSA's junior year in high school. Must be private between sender and recipient.		
	All Other Sports	Permissible after the September 1 of a PSA's junior year in high school. Must be private between sender and recipient.		

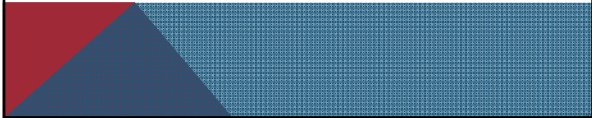
Forms of Electronic Correspondence	Prospective Student-athlete's (PSA's) Sport	Prior to Commitment to the Institution	Institutional Camp or Clinic Logistical Issues	After Written Commitment
Text and Instant Messaging	Men's Basketball	Permissible after the June 15 following a PSA's sophomore year in high school. Must be private between sender and recipient.	Permissible prior to the first date to provide recruiting materials to a PSA provided the information relates solely to logistical issues.	Permissible
	Men's Ice Hockey	Permissible after the January 1 of a PSA's sophomore year in high school. Must be private between sender and recipient.		
	Football, Cross Country/Track and Field and Swimming and Diving	Not a permissible form of electronic correspondence.	Not a permissible form of electronic correspondence prior to a PSA's commitment to the institution.	
	All Other Sports	Permissible after September 1 of a PSA's junior year in high school. Must be private between sender and recipient.	Permissible prior to the first date to provide recruiting materials to a PSA provided the information relates solely to logistical issues.	

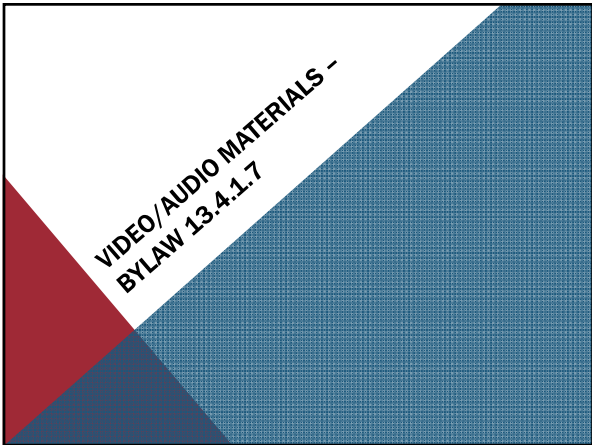


ANALYSIS OF THE USE OF SOCIAL MEDIA

Five Questions to Ask:

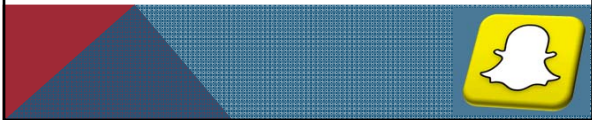
1. Sport?
2. Prospective student-athlete's (PSA's) grade?
3. Is the communication public or private?
4. Who is sending and receiving ?
5. What is the content (e.g., attachments, photos, video)?





CASE STUDY

- Blogpost University's assistant women's volleyball coach follows Abbie, a high school junior on SnapChat.
- The assistant coach would like to send a series of pictures and videos to Abbie via the SnapChat app. The material will include pictures on the team facilities, locker room and a 15-second clip of the institution's volleyball team conducting its pregame cheer.
- Is this permissible?



CASE STUDY ANALYSIS

Analysis:

- Sport: WVB.
- Grade: Junior.
- Public v Private: Private.
- Who: Assistant Coach.
- Content: Photos and 15-sec video.

Is this a permissible form of electronic correspondence?


- > Yes, permissible in women's volleyball and private between sender and recipient. (Bylaw 13.4.1.4)

Are the photos permissible?

- > Yes, there are no restrictions on attachments to electronic correspondence (except audio/video materials). (Bylaw 13.4.1.4)

Is the 15-sec video on the pregame cheer permissible?

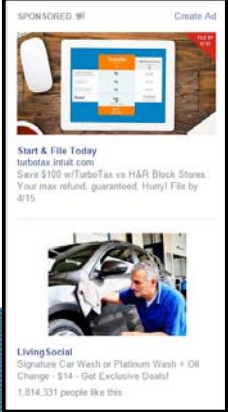
- > Depends. Video materials must include general information related to the institution and may not be created for recruiting purposes. (Bylaw 13.4.1.7)



ADVERTISEMENTS - BYLAW 13.4.3

CASE STUDY

1. Blogpost University's wrestling team would like to use Facebook's Custom Audiences tool to target institutional advertisements to a specific group of selected PSAs.
2. The tool allows the institution to select a specific group of individuals based on demographic criteria or profile settings to send marketing advertisements. These advertisements are displayed on an individual's "sponsored" panel.
3. Is this permissible?



CASE STUDY ANALYSIS

Analysis:

- Sport: MWR.
- Grade: Varies.
- Public v Private: Private.
- Who: Institution.
- Content: N/A.

Is this a permissible form of electronic correspondence?

- Not applicable. There was no correspondence sent to the PSA or his social media profile.

Is this a permissible advertisement?

- No. It is not permissible for an institution to publish advertising or promotional material designed to solicit the enrollment of a PSA.
- Using the "Custom Audiences" tool to target wrestling PSAs would trigger the intent to solicit enrollment to the institution.

PUBLICITY – BYLAW 13:10

Publicity Related to Electronic Correspondence	Prospective Student-athlete's (PSA's) Sport	Prior to Commitment to the Institution	After Written Commitment
Friend/Follow the Social Media Profile of a PSA	All Sports	Permissible prior to the first date to provide recruiting materials to a PSA provided the automatically generated electronic notification is not edited and no additional communication to the PSA is included.	Permissible
Commenting on the Social Media Post of a PSA	Football, Cross Country/Track and Field and Swimming and Diving	Impermissible form of electronic correspondence and impermissible publicity because action is more than confirmation of PSA's recruitment.	Permissible
	All Other Sports	Impermissible form of electronic correspondence because the comment is not private between sender and recipient. Further, the comment is an impermissible form of publicity because action is more than confirmation of PSA's recruitment.	
Retweeting (e.g., Sharing or Retweeting) the Social Media Post of a PSA.	All Sports	Impermissible form of publicity because action is more than confirmation of PSA's recruitment.	Permissible
Retweeting (e.g., Sharing or Retweeting) the Social Media Post of a PSA with a Comment Directed Toward the PSA.	Football, Cross Country/Track and Field and Swimming and Diving	Impermissible form of electronic correspondence and impermissible publicity because action is more than confirmation of PSA's recruitment.	Permissible
	All Other Sports	Impermissible form of electronic correspondence because the comment is not private between sender and recipient. Further, the repost is an impermissible form of publicity because action is more than confirmation of PSA's recruitment.	
Endorsing (e.g., Liking or Favoriting) the Social Media Post of a PSA.	All Sports	Impermissible form of publicity because action is more than confirmation of PSA's recruitment.	Permissible
Associating (e.g., Tagging or Mentioning) the Profile of a PSA in a Social Media Post.	Football, Cross Country/Track and Field and Swimming and Diving	Impermissible form of electronic correspondence and impermissible publicity because action is more than confirmation of PSA's recruitment.	Permissible
	All Other Sports	Impermissible form of electronic correspondence because the association is not private between sender and recipient. Further, the association is an impermissible form of publicity because action is more than confirmation of PSA's recruitment.	


Publicity Related to Electronic Correspondence	Prospective Student-athlete's (PSA's) Sport	Prior to Commitment to the Institution	After Written Commitment
Friend/Follow the Social Media Profile of a PSA	All Sports	Permissible prior to the first date to provide recruiting materials to a PSA provided the automatically-generated electronic notification is not edited and no additional communication to the PSA is included.	Permissible

Publicity Related to Electronic Correspondence	Prospective Student-athlete's (PSA's) Sport	Prior to Commitment to the Institution	After Written Commitment
Commenting on Social Media Profile of a PSA			Permissible

Publicity Related to Electronic Correspondence	Prospective Student-athlete's (PSA's) Sport	Prior to Commitment to the Institution	After Written Commitment
Reposting or Retweeting Social Media Post			Permissible

Publicity Related to Electronic Correspondence	Prospective Student-athlete's	Prior to Commitment to the Institution	After Written Commitment
Reposting (e.g., or Retweeting) the Media Post of a Comment Directed Toward the PSA.			
	Permissible		


Publicity Related to Electronic Correspondence	Prospective Student-athlete's	Prior to Commitment to the Institution	After Written Commitment
Reposting (e.g., or Retweeting) the Media Post of a Comment Directed Toward the PSA.			
	Permissible		

Publicity Related to Electronic Correspondence	Prospective Student-athlete's	Prior to Commitment to the Institution	After Written Commitment
Reposting (e.g., or Retweeting) the Media Post of a Comment Directed Toward the PSA.			
	Permissible		

Publicity Related to Electronic Correspondence	Prospective Student-athlete's (PSA's) Sport	Prior to Commitment to the Institution	After Written Commitment
Endorsing (e.g., Liking or Favoriting) the Social Media Post of a PSA.	All Sports	Impermissible form of publicity because action is more than confirmation of PSA's recruitment.	Permissible




Publicity Related to Electronic Correspondence	Prospective Student-athlete's (PSA's) Sport	Prior to Commitment to the Institution	After Written Commitment
Associating (e.g., Tagging or Mentioning) the Profile of a PSA in a Social Media Post.	Football, Cross Country/Track and Field and Swimming and Diving	Impermissible form of electronic correspondence and impermissible publicity because action is more than confirmation of PSA's recruitment.	Permissible
	All Other Sports	Impermissible form of electronic correspondence because the association is not private between sender and recipient. Further, the association is an impermissible form of publicity because action is more than confirmation of PSA's recruitment.	

CASE STUDY

Bobby (a junior PSA in football) and his mother participated in an unofficial visit at Blogpost University.

While on the visit, Bobby took a picture of himself lying on Blogpost's football field and posted the picture to his Twitter page saying:

- > @Bobby32Momma "Look Mom, I'm on the field! #blogginawesome"

Blogpost's assistant football coach retweeted the post saying:

- > "@bobbyALLStar32 Go Bloggers! RT @Bobby32Momma Look Mom, I'm on the field! #blogginawesome"

CASE STUDY ANALYSIS

Analysis:

- Sport: MFB.
- Grade: Junior.
- Public v Private: Public.
- Who: Assistant Coach.
- Content: Photo while visiting campus.

Is this a permissible form of electronic correspondence?

- No, not permissible in football prior to written commitment. (Bylaw 13.4.1.4)

Is this a permissible form of publicity?

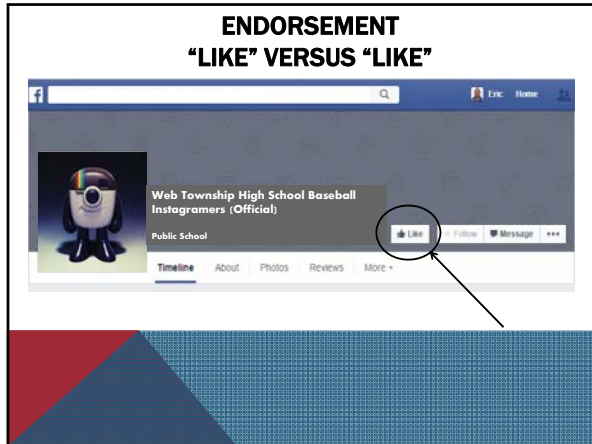
- No, not permissible as more than confirmation of recruitment and impermissible publicity of PSA's visit to campus. (Bylaw s 13.10.2.1 and 13.10.2.4)

What if the retweet occurred after PSA departed from campus?

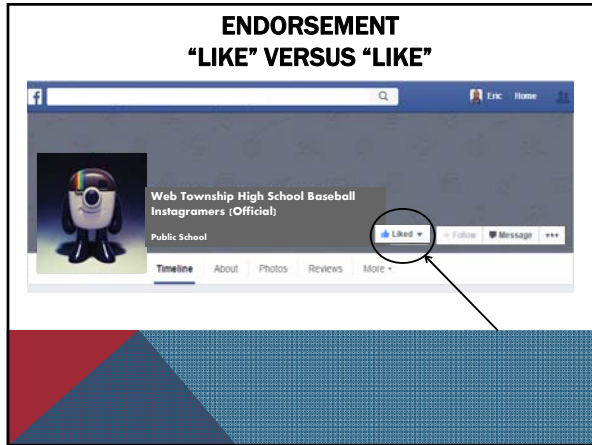
ENDORSEMENTS – BYLAWS 11.3.2.4 AND 11.3.2.8

Endorsement	Prospective Student-Athlete's Team, Coach or Athletics Facility	Recruiting and Scouting Service	Noninstitutional Athletics Event Involving Prospective Student-Athletes
Friend/Follow/Like a Social Media Profile	Permissible	Permissible	Permissible
Commenting on a Social Media Post	Impermissible Endorsement	Impermissible Endorsement	Impermissible Endorsement
Reposting (e.g., Sharing or Retweeting) a Social Media Post.	Impermissible Endorsement	Impermissible Endorsement	Impermissible Endorsement
Endorsing (e.g., Liking or Favoriting) a Social Media Post.	Impermissible Endorsement	Impermissible Endorsement	Impermissible Endorsement
Associating (e.g., Tagging or Mentioning) a Profile to a Social Media Post.	Impermissible Endorsement	Impermissible Endorsement	Impermissible Endorsement

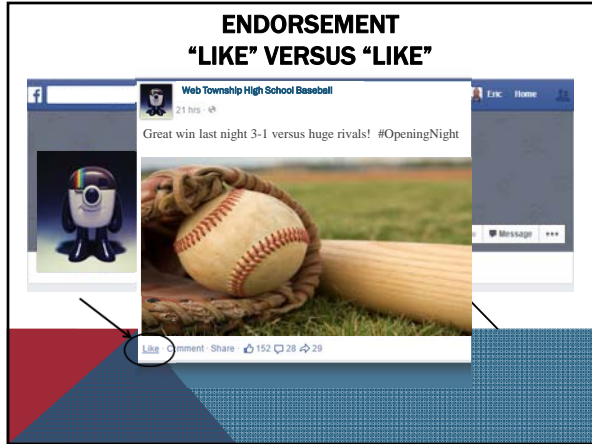
ENDORSEMENT "LIKE" VERSUS "LIKE"



ENDORSEMENT "LIKE" VERSUS "LIKE"



ENDORSEMENT "LIKE" VERSUS "LIKE"



CASE STUDY

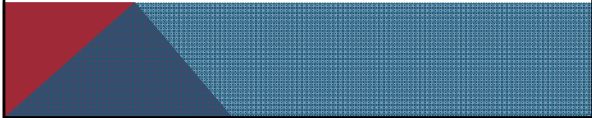
Blogpost University's director of basketball operations follows a boy's basketball AAU team on Instagram.

The director of basketball operations liked the following post and picture by the AAU team's Instagram account:

- "Great outing by @BillyBBall10. Best basketball prospect on this team in years! #BigTimeFuture"

Billy (a.k.a. @BillyBBall10) is a freshman high school basketball player.

Is this permissible?



CASE STUDY ANALYSIS

Analysis:

- Sport: MBB.
- Grade: Freshman.
- Public v Private: Public.
- Who: DBO.
- Content: N/A.

Is this a permissible form of electronic correspondence?

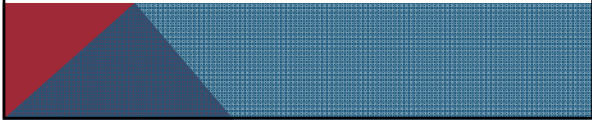
- Not applicable. There was no correspondence sent to the PSA or his social media profile.

Is this a permissible form of publicity?

- No, not permissible as more than confirmation of recruitment. (Bylaw 13.10.2)

Is this permissible endorsement?

- No. Liking the post of a PSA's AAU team is an impermissible endorsement. (Bylaw 11.3.2.8)



QUESTIONS

