



This tip sheet is intended to provide a summary to student-athletes of NCAA rules related to social networking web sites. Please remember to contact the Office of Compliance Services if you have any questions as the applicable NCAA, SEC and South Carolina rules change over time. Compliance Services (O: 803.777.1519 – F: 803.777.9070).

Facebook

<i>Permissible</i>	<i>Not Permissible</i>
Sending an email (a “Facebook inbox message”) <ul style="list-style-type: none"> In <u>sports other than men’s basketball</u> AFTER September 1st of the PSA’s junior year in HS. In <u>men’s basketball</u> beginning June 15th at the conclusion of the PSA’s sophomore year in HS. 	Chat/instant messaging.
Accepting or Initiating “friend requests” <ul style="list-style-type: none"> It is permissible to friend any PSA, their parents or legal guardians at any time. 	Communication with or about a prospect in the public’s view (wall-to-wall Facebook communication).
Current student-athletes may initiate and accept a PSA’s friend request, provided the contact and communication is not done at the direction of a coaching staff member.	May not “like” a PSA’s coach or team page as this would constitute endorsement of a PSA’s team or coach.
Post a link to permissible recruiting item per Bylaw 13.4.1 via a Facebook inbox message (questionnaires, camp brochures, non-athletics institutional publications and NCAA educational material).	Post a link to a permissible recruiting item per Bylaw 13.4.1 on a PSA’s “wall” (questionnaires, camp brochures, non-athletics institutional publications and NCAA educational material).
Permissible to create an event on Facebook.	Not permissible to invite specific PSAs to an event on Facebook prior to the permissible date of correspondence.
Beginning the day a PSA signing an NLI or our institution’s written offer of admission and/or financial aid, you write on the “Wall” or mention a PSAs name publicly.	Prior to a prospect signing an NLI or our institution’s written offer of admission and/or financial aid ... May not communicate with or about a PSA in the public’s view. <ul style="list-style-type: none"> May not use the “Wall” function or “Mentions” on Facebook

Two key points regarding Facebook (and other social media websites)

- Only permissible method of communication is through the email (inbox to inbox, private between sender and recipient) feature, which may be used only if the prospect is of permissible recruiting age to receive electronic transmissions.

Facebook Fan Pages

- If a program decides to create a “Fan Page” (e.g. South Carolina Gamecocks, South Carolina Gamecock Baseball) instead of a regular page, it is permissible for anyone (regardless of age) to become a “fan” of the page.
- Please remember that all communication rules apply with prospects (see above).
- General updates may be published for the general public and should not be prospect-specific.

Twitter/Instagram

<i>Permissible</i>	<i>Not Permissible</i>
“Following” & “Followers” <ul style="list-style-type: none"> “Following” – permissible to follow any PSA, their parents or legal guardians at any time. “Followers” – permissible for any PSA to “follow” coaches and staff members (no restriction). 	Instruct a prospect to sign-up for Twitter/Instagram updates via text message.
Send a direct message (“DM”) <ul style="list-style-type: none"> In <u>sports other than basketball</u> AFTER September 1st of the PSA’s junior year in HS. In <u>Men’s basketball</u> beginning June 15th at the conclusion of the PSA’s sophomore year in HS. In <u>Women’s basketball</u> prior to June 15th at the conclusion of the PSA’s sophomore year in HS. 	Send a direct message (“DM”) <ul style="list-style-type: none"> In <u>sports other than basketball</u> prior to September 1st of the PSA’s junior year in HS. In <u>Men’s basketball</u> prior to June 15th at the conclusion of the PSA’s sophomore year in HS. In <u>Women’s basketball</u> prior to June 15th at the conclusion of the PSA’s sophomore year in HS.
Beginning the day a PSA signing an NLI or our institution’s written offer of admission and/or financial aid, you may use the “@Reply” function or mentions on a PSA’s page (i.e., responding to a Tweet).	Prior to a prospect signing an NLI or our institution’s written offer of admission and/or financial aid ... May not communicate with or about a PSA in the public’s view. <ul style="list-style-type: none"> May not use the “@ Reply” function or “Mentions” on Twitter/Instagram May not retweet a PSA’s post or a post about a PSA



Twitter Reminders:

- Coaches should be careful about the content that they place on their Twitter or Instagram pages since they are public websites.
- Twitter accounts should be public so that anyone can view your Twitter Micro-Blog (Twitter.com FAQ- Public vs. Private <http://help.twitter.com/forums/10711/entries/14016>)

Social Media Posts/Comments

<i>Permissible</i>	<i>Not Permissible</i>
Make general comments regarding recruiting including locations visited (e.g., “Excited to be traveling to Florida to watch some games”, names of high schools, tournaments, towns, area codes).	Publicly mention/comment (e.g., Tweet, Facebook Wall post) a prospect’s name, nickname or other personally identifiable information (e.g., address).
It is permissible to confirm/deny recruitment of a PSA in response to an inquiry by the media.	Publicly comment (e.g., Tweet, Facebook Wall post) on a PSA’s athletics ability, the contribution they may make to the team, the likelihood of the PSA signing with USC or a PSA’s verbal commitment to attend South Carolina.
Talk about personal daily activities (e.g., “Going for a jog and then out to dinner with the family”).	Post information about a PSA’s visit to campus.
Comment on the accomplishments of a prospect, provided he or she HAS signed an NLI validated by Compliance Services or institutional financial aid agreement or has been officially accepted for enrollment. Such comments must be limited to the specific individual—no “shout-outs” to an entire team <ul style="list-style-type: none"> • Permissible - Good Luck to Joe Smith in the state tournament • <u>NOT</u> Permissible – Good Luck to Columbia HS in the state tournament 	Comment on accomplishments of a PSA if such an individual has... <ul style="list-style-type: none"> • Not signed a NLI validated by Compliance Services or • Not signed an institutional financial aid agreement or • Not been officially accepted for enrollment at USC.
May insert a hyperlink on a Twitter page which connects to any website (e.g., GamecocksOnline.com, ESPN, etc.) other than one involving a recruiting/scouting service, HS publication or website designed for recruitment.	Prior to a prospect signing an NLI or our institution’s written offer, promote or endorse a PSA’s team, coach, or athletics facility that is primarily used by PSAs. <ul style="list-style-type: none"> • May not “like” a PSA’s team page. • May not congratulate team on their accomplishments.
May talk about how a countable practice went... not getting into specific terms (e.g., today’s practice was awesome!!!).	Comment about skill instruction/8 hour per week period (e.g., “Bruce looked really fast on the field). Comment about voluntary activities (e.g., the players are really getting after it with their off season weight lifting!).
May publicize that a South Carolina coach or team has a social networking website via institutional website, e-mail, telephone conversations, mail, etc.	