



The University of South Carolina Office of Compliance Services Presents...

BOOSTER BULLETIN

Information for Boosters and Representatives of Athletics Interests

For our January 2016 edition, we focus on the fourth Top Tip as described in the September 2015 edition of the Booster Bulletin.

4) Boosters are not permitted to contact prospective student-athletes through any medium of social media, such as Facebook, message boards, chat rooms, or Twitter.

Contact with a prospect or his/her family members may result in NCAA violations and could negatively impact the University of South Carolina's recruitment of the prospect. The NCAA defines recruiting as any solicitation of a prospect or the prospect's family by an authorized institutional staff member or booster for the purpose of securing the prospect's enrollment and participation in athletics. Only permissible institutional staff members may recruit on behalf of the institution or its athletics programs.



Social Media Do's and Don'ts



Boosters *may* utilize social media for the following activities:

- ◆ Notify coaching staff members about noteworthy prospects in the area.
- ◆ Speaking with a prospect only if the prospect initiates the conversation and the conversation is not related to athletics. (Questions about athletics—refer prospect to a member of the coaching staff)
- ◆ Follow a prospect on Twitter or friend a prospect on Facebook
- ◆ Booster groups can create fan/support pages for USC athletic programs (e.g., Swim/Dive Boosters, Dugout Club)

However, boosters *may not* utilize social media for the following activities:

- ◆ Tweeting at or writing a wall post on a prospect's profile or commenting on a prospect's photo
- ◆ Re-tweeting a prospect or mentioning him/her in a tweet (example: @Gamecock_PSA).
- ◆ Tweeting out stories from news outlets that discuss or mention a prospect.
- ◆ Sending messages through the Facebook message or Twitter direct message functions.
- ◆ Creating a fan group that is aimed at enticing a prospect to commit to USC.
- ◆ Instant messaging (or Facebook chat) with a prospect.

How Do Contact Rules Apply to NLI Signees?

The beginning of February is an exciting time for athletics programs around the country, as recruits in Football, Track & Field, and Soccer will start the process of signing National Letters of Intent (NLIs) to play for the University of South Carolina in the future. Many boosters will be compelled to tweet or post congratulations to NLI signees; however, is this permitted by NCAA legislation?

Generally it is not permissible for a booster to contact a prospect. However, after a prospect signs a NLI it is permissible for a booster to have a conversation with the signed prospect, or send a congratulatory message to the signed prospect via social media. It remains **impermissible** for the booster to provide the prospect or his/her family or friends with any benefits. Always check with OCS if you are unsure of the status of a prospect or student-athlete.

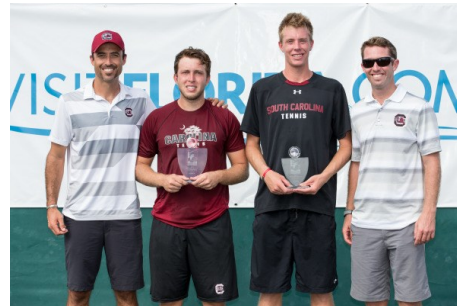
Student-Athletes and Sale of Apparel and Awards

NCAA rules prohibit student-athletes from selling or trading their awards and apparel for anything of value. In 2010, several football student-athletes at the Ohio State University were suspended five games for selling items, including conference championship rings. To regain eligibility, these individuals were required to pay a charity the amount of money they received for their awards and apparel,

Please do not attempt to purchase any items from USC student-athletes. Your cooperation and understanding is essential to the success of our programs. If you have any questions about this information, please do not hesitate to contact the Office of Compliance Services.

- ◆ Apparel is any clothing item issued to student-athletes, or any clothing items that student-athletes are able to retain at the end of the academic year. Apparel includes, but is not limited to uniforms and warm-ups.
- ◆ An award is anything given to a student-athlete for annual or special event participation, a special achievement, or a championship. It does not matter if the student-athlete's name is not on the award. Examples include, but are not limited to, items received for the following:

- ⇒ "Lettering" in a Sport
- ⇒ Scholar-Athlete Award
- ⇒ Bowl Game Award
- ⇒ Conference Championship Award



University of South Carolina Office of Compliance Services

The University of South Carolina is committed to the principle of institutional control in the operation of its athletics department. The Office of Compliance Services (OCS) has the goal of creating a "compliance conscience" within the institution and throughout the community by developing a comprehensive compliance program that educates its constituents about the importance of following the letter and spirit of the rules and regulations set forth by the NCAA, Southeastern Conference (SEC) and South Carolina administration.

Questions or Concerns? Please contact us at:

Rice Athletics Center

Phone: 803-777-1519

1304 Heyward Street

Fax: 803-777-9070

Columbia, SC 29208

ATHCOMPL@mailbox.sc.edu

