



NCAA Social Media Reminders

Key Points

- All Stanford coaches, staff members, volunteers, student assistants, interns, and student-athletes represent Stanford and are subject to NCAA rules. If you have a personal social media account or you run a Stanford team account, you are responsible for knowing these rules. Treat your personal/team social media sites as if you were posting on the official athletic department sites (GoStanford.com, @StanfordAthletics).

Recruiting Publicity

- **General Info vs. Recruiting Info:** Materials about Stanford Athletics posted on our social media sites (including coaches' and staff members' personal social media accounts) must be general information not created for recruiting purposes. (NCAA Bylaw 13.4.1.4, 13.4.1.5)
 - Information like Stanford game scores, team activities/updates, coaches' activities/updates, etc. are generally permitted.
 - Posts about recruiting must be very generic in nature (e.g., it is OK to list locations visited).
 - **Permissible** tweet example from a coach: "Wheels down in Texas, now let the recruiting begin."
 - It is NOT permissible to comment on specific prospects, coaches, high schools or prospect facilities.
 - **Impermissible** tweet examples: "Loved watching the Menlo-Atherton QB tonight." "The new Los Altos stadium is the best in the state."
- **Comments Prior to Signing:** Before a prospect signs a NLI or scholarship offer with Stanford, we cannot publicly comment on the prospect except to confirm our recruitment of the prospect. We cannot comment on the prospect's ability, their potential contribution to our program, or the likelihood of the prospect signing with Stanford. (NCAA Bylaws 13.10.2, 13.10.3)
 - A prospect is any student in 9th grade and above, except in men's basketball (anybody in 7th grade and above).
 - **Examples of NCAA Violations:**
 - Coach posted on Twitter an answer to a question that a fan posted to him about a prospect.
 - Director of Operations commented on Twitter on the likelihood of a prospect signing with the institution (violation #1). The Athletic Director re-tweeted the original tweet (violation #2).
 - Staff member commented on Twitter on a prospect's verbal commitment.
 - The head coach re-tweeted a newspaper writer's tweet on a prospect's verbal commitment.
 - An institution's Facebook and Twitter account included a link to an article regarding a verbal commitment by a prospect.
 - Coaches cannot publicly identify a prospective student-athlete on social media (including the prospect's name, nickname, or other personally identifiable info (e.g., address)) until the prospect has signed a NLI or submitted their financial deposit to Stanford following an offer of admission.
 - **Impermissible** tweet examples:
 - "In Phoenix to watch #34 score some points!"
 - "Got a great commit from Las Vegas High School tonight!"
- **Recruiting Visits (Including Camps):** We cannot publicize (or arrange for publicity of) a prospect's visit to campus. We cannot post photographs of prospects taken during camps or recruiting visits. (NCAA Bylaw 13.10.2.4)
 - **Examples of NCAA Violations:**
 - Coach posted on Twitter a message about a prospect's upcoming visit to the institution.
 - Coach posted pictures on the team's Facebook page of top prospects from the institution's soccer camp.

- **Endorsement of Prospect's Team, Coach or Facility:** We cannot promote or endorse a prospect's team, coach, or an athletics facility that is primarily used by prospects. A prior existing relationship with a HS/JC/Prep coach does NOT enable a Stanford coach to have public communication with or endorse the HS/JC/Prep coach.
 - **Example of NCAA Violations:**
 - Coach posted a comment on Twitter congratulating a club team for their performance at a meet.
 - Coach posted a comment on Facebook congratulating HS Coach Smith for winning his/her 400th game.
 - Coach posted a comment on Twitter wishing a HS good luck on the upcoming season.

Communicating with Prospective Student-Athletes

- **General Rules**
 - We may "follow" a prospect on Twitter or "friend" a prospect on Facebook at any time, including a freshman or sophomore prospect.
 - An automatically generated electronic notification (e.g., accepting a friend request) cannot include any additional language in either the request or the reply.
 - We may communicate with junior and senior prospects or their relatives using private electronic communications (e.g., Twitter Direct Messages or Facebook Direct Messages).
 - Football, Cross Country/Track & Field, Swimming & Diving: May send private messages that are akin to email (e.g., Facebook Direct Message) but may not send instant messages (e.g., Facebook Chat).
 - We cannot communicate publicly with any prospects or their relatives (e.g., posts to prospect's Twitter page or Facebook wall, Facebook "Likes", Twitter "Favorites", public chat rooms, re-tweeting a prospect's tweet, or posting any other message to a prospect that is accessible to other users).
 - **Examples of NCAA Violations:**
 - Coach "liked" a prospect's comment on Facebook.
 - A prospect's father posted a message on the coach's Facebook wall and the coach posted a comment in response.
 - Coach was exchanging private Facebook messages with a prospect when he accidentally posted to the prospect's wall.
 - Coach replied to prospect's Twitter page. He accidentally hit reply when he tried to send a Direct Message to the prospect.
 - Boosters cannot communicate with a prospect.
 - **Example of NCAA Violation:** A booster exchanged 3-6 messages with a prospect's father via an internet message board.

Endorsing Commercial Entities

- We may not post a message/photo in which current student-athletes are promoting or endorsing a commercial entity or product.
 - *Permissible: Sport program posts an occasional photo on Facebook of the team at the Cheesecake Factory with the message "Had a great team meal at Cheesecake Factory!"*
 - *Not permissible: Sport program posts a photo on Facebook of the team at Jimmy V's with the message "The Stanford (sport) team says stop by Jimmy V's for your pre-game meals."*
 - *NCAA Violation: Sport program tweeted a photo of a student-athlete wearing Nike gear & holding Nike equipment with the message "Stanford student-athlete (John Doe) preparing for the game. #nikestrong @nike"*

Current Student-Athletes:

- May communicate with prospects via social media as long as the communication is not at the direction of a Stanford coach/staff member and is not related to the prospect's recruitment.
 - *NCAA Violation: Student-athletes posted messages on a prospect's Twitter account congratulating him on his verbal commitment.*

- *NCAA Violation: Student-athletes posted pictures of prospect's recruiting visit, and retweeted a picture from the visit that was initially generated by the prospect.*
- May not endorse a commercial product/entity. Student-athletes may provide their opinion of a commercial product or service as long as nobody is directing the student-athlete to do so and the student-athlete does not receive any benefit in conjunction with his/her opinion.
 - *NCAA Violation: A student-athlete posted a message on his personal Twitter account endorsing a corporate sponsor.*
- May not post confidential team information (injury updates, team morale issues, etc.).

Countable Athletically Related Activities:

- Voluntary Workouts: We cannot post messages/videos/photos/etc. regarding voluntary workouts, since coaches/sport staff may not observe voluntary workouts and strength/training staff may not report back to coaches on such workouts.
 - *NCAA Violation: Institution posted a video on Youtube, Twitter, and Facebook of student-athletes participating in a voluntary open gym.*
- Off-Season Skill Instruction Workouts: We cannot publicize skill instruction workouts (including men's basketball summer workouts). However, we may publicize off-season strength workouts.
 - *NCAA Violation: Coach published the team's schedule of off-season skill instruction workouts on Twitter. Coach posted a photo of an off-season skill instruction workout.*
- Basketball Closed Scrimmages: We cannot publicize closed scrimmages.
 - *NCAA Violation: Coach sent a tweet discussing team's performance after an informal scrimmage with outside team.*

Pac-12 Sportsmanship Policy

- Do not publicly criticize Stanford student-athletes or teams, opposing student-athletes or teams, or game officials.