

UNIVERSITY OF NOTRE DAME ATHLETICS



ATHLETICS COMPLIANCE OFFICE SOCIAL NETWORKING AND MICROBLOG TIP SHEET

Facebook

Permissible	Not Permissible
Send an "email" to a prospect (i.e., inbox to inbox) provided the prospect is of age to receive an email	Chat/Instant messaging
In sports other than men's basketball and hockey: accept or initiate a friend request of a prospect after September 1 of the prospect's junior year in high school**	Post messages on the "wall" of a prospect's page
In men's basketball and ice hockey: accept or initiate a friend request of a prospect after June 15 at the conclusion of the prospect's sophomore year in high school**	In sports other than men's basketball and hockey: accept or initiate a friend request of a prospect prior to September 1 of the prospect's junior year in high school**
Send recruiting materials permissible under Bylaw 13.4.1 via the email function (questionnaires, camp brochures, nonathletics institutional publications and NCAA educational material)	In men's basketball and ice hockey: accept or initiate a friend request of a prospect prior to June 15 at the conclusion of the prospect's sophomore year in high school**
	Post a link to a permissible recruiting item per Bylaw 13.4.1 on the "wall" of a prospect

*** If a program decides to create a "fan page" (e.g., Notre Dame Women's Lacrosse) instead of a regular page, it is permissible for anyone (regardless of age) to become a "fan" of the page. Keep in mind, however, fan pages do not offer an email feature. Any direct communication with prospects would therefore be prohibited. General updates could be published, but the updates would go to everyone who is a fan and could not be prospect-specific.*

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

1. The only permissible method of communication is through the email (inbox to inbox) feature which may be used **ONLY** if the prospect is old enough to receive written communication.
2. Only those prospects that are permitted to receive written communication are permitted to be "friends" with an institutional staff member.

Twitter

Permissible	Not Permissible
"Follow" any prospect (no age restriction)	Use of the "@Reply" function on a prospect's page (i.e., responding to a Tweet)
Any prospect may "follow" staff members (no age restriction)	Use of the "@Reply" function by a prospect on the page of a staff member or team (<i>Tip: change your settings to ensure that you must approve any @Reply that appears on your page</i>)
Make general comments regarding recruiting (e.g., "Verbal commitments are rolling in every day")**	Mention a prospect's name or comment on the prospect's athletic or academic performance prior to the prospect signing an NLI
Make general comments regarding the location that recruiting is taking place including region, state, big city (e.g., "Off to Chicago to catch some games")**	Instruct a prospect to sign-up for updates via text-message
Comment <u>generally</u> about a countable practice without getting into specifics (e.g., "Guys worked their butts off today")	Comment about skill-instruction (e.g., "Jen was killing it today in the batting cage")
Talk about personal daily activities (e.g., "Reading the paper then heading out for a jog")	
Email a prospect (inbox to inbox) provided the prospect is	

of age to receive an e-mail	
Insert a hyperlink on page which connects to any website (e.g., und.com) except for a page involving a recruiting/scouting service, high school publication or website designed for recruitment	
Comment on athletic or academic performance of a prospect after the prospect signs an NLI	

*** When posting about recruiting activities, there is a fine line between avoiding a Bylaw 13.10.2 violation and committing one. For example, it is impermissible to state the exact location of where you will be recruiting (e.g., "Can't wait to get to St. Rita High School tonight to recruit!"); instead, a staff member can say "Can't wait to get to Chicago tonight to recruit". Clearly, there are a million possibilities of who a coach is going to see when recruiting in Chicago. The same cannot be said, however, when heading to a small town to recruit. Therefore, it would be impermissible to state "Heading to Santa Claus, IN tonight to catch some great competition" as it would be pretty easy to figure out who a coach is going to see.*

Best practice is to check with the Compliance Office prior to posting any comments regarding recruiting or practice activities.