

Social Networking – Best Practices

(Facebook, Twitter, Instagram, SnapChat & Others)

- **Understand you are a public figure.** You are your own brand that is a big part of the brand of the Colorado Buffaloes.
- **Think before you post.** If you have to think twice, don't post it! Ask yourself if your parents, grandparents, family, coaches, teammates would approve. If there's any question, stay away.
- It is much easier to maintain your own identity and profile on social media, but it's much harder to control what others may post about you.
- It's extremely easy for people to identify you as a student-athlete. Maintain awareness and keep yourself out of situations out of your control.
- Understand the compliance rules regarding social media.
- Aside from those compliance rules, there are no other athletic department rules about use of social media. They are covered under team rules, so make sure you understand what your coaches expect from you on social media.
- Use CU. We have a fast growing social media following and we will engage with you if you show that you're responsible on social media.

FACEBOOK

- Lock it down. Do not accept friend requests from people you don't consider a friend. Go through your list, unfriend people you don't know. Your personal profile is a link to your past, to your friends from prior to CU and friends you make a CU. Keep it that way, it will be much more valuable to you later in life.
- There are more active sports fans on Facebook than created accounts on any other social media network. If you want a public Facebook page, we can help.

TWITTER & INSTAGRAM

- It's ultimately up to you whether or not to keep those accounts public or private. The whole point of those outlets is to be social on them. If you have a private account, understand it's still not private.
- Best practices are to keep those accounts public, then you understand what you're sending out is meant for everybody.

SNAP CHAT

- Nothing goes away forever. A story not well told in the summer of 2015 was that of SnapChat getting hacked. It likely happened to you without you knowing.

If you have any questions about anything related to social media, Curtis Snyder, Director of Digital Marketing and our social media coordinator, can help. Please contact him at curtis.snyder@colorado.edu or 303-492-3139.