



September 2008

RALPHIE'S HOT TOPIC

FACEBOOK, MYSPACE, AND RECRUITING

- ✘ The landscape of communication is constantly changing.
- ✘ One of the most popular forms of electronic communication the last few years has been “social networking websites” on the internet
 - + E.g., Facebook, MySpace

FACEBOOK, MYSPACE, AND RECRUITING

- ✘ The same restrictions are still in place with electronic correspondence:
 - + Email
 - + Fax
- ✘ These are the only 2 methods of electronic communication
- ✘ Sites such as these are still held to correspondence restrictions (i.e. no correspondence prior to June 15- MBB, September 1- all other sports).

FACEBOOK, MYSPACE, AND RECRUITING

- ✘ How can you use sites like Facebook and MySpace in recruiting?
 - + The sites have an “email” function
 - + The “email” function is PERMISSIBLE to use with prospects

FACEBOOK, MYSPACE, AND RECRUITING

- ✘ Becoming “friends” of prospects is also permissible.
- ✘ All it is doing is confirming a coach’s recruitment of a prospect.

FACEBOOK, MYSPACE, AND RECRUITING

- ✘ All other features to use on social networking sites are impermissible for recruiting, such as:
 - + Instant messaging features
 - + Posting any comments anywhere on the site regarding the ability of prospects you are recruiting
 - + Use of “comments” or “wall” sections

BYLAWS WE ARE REFERENCING

× 13.4.1.2

- + Electronically transmitted correspondence that may be sent to a prospective student-athlete (or the prospective student-athlete's parents or legal guardians) is limited to electronic mail and facsimiles. (See Bylaw 13.1.7.2.) All other forms of electronically transmitted correspondence (e.g., Instant Messenger, text messaging) are prohibited. Color attachments may be included with electronic mail correspondence sent to a prospective student-athlete, provided the attachment only includes information that is not created for recruiting purposes, except for items that are specifically permitted as printed recruiting materials (e.g., questionnaires). In addition, attachments shall not include any animation, audio or video clips and there shall be no cost (e.g., subscription fee) associated with sending the item attached to the electronic mail correspondence.

BYLAWS WE ARE REFERENCING

× 13.4.1.2.1

- + After the calendar day on which a prospective student-athlete signs a National Letter of Intent, there shall be no limit on the forms of electronically transmitted correspondence sent to the prospective student-athlete or his or her parents or legal guardians by the institution with which the prospective student-athlete has signed. For an institution not using the National Letter of Intent in a particular sport, or for a prospective student-athlete who is not eligible to sign a National Letter of Intent (e.g., four-year college transfer), there shall be no limit on the forms of electronically transmitted correspondence sent to a prospective student-athlete or his or her parents or legal guardians by that institution after the calendar day on which the prospective student-athlete signs the institution's written offer of admission and/or financial aid.

BYLAWS WE ARE REFERENCING

× 13.10.2

- + Before the signing of a prospective student-athlete to a National Letter of Intent or an institution's written offer of admission and/or financial aid, a member institution may comment publicly only to the extent of confirming its recruitment of the prospective student-athlete. The institution may not comment generally about the prospective student-athlete's ability or the contribution that the prospective student-athlete might make to the institution's team; further, the institution is precluded from commenting in any manner as to the likelihood of the prospective student-athlete's signing with that institution.