


RALPHIE'S HOT TOPIC



November 2010

Social Networking

PROTECT
YOUR  TEAM

Social Networking

- Coaches, teams and departments may have individual pages on social networking sites (i.e. facebook, Twitter)
- Please be aware that recruiting restrictions still apply to social networking sites.
- It is very easy to make a mistake when using social networking sites, so please be diligent with your use.

Social Networking

- › It is permissible to post videos on social networking sites, provided they are not created for recruiting purposes.
- › It is **NOT** permissible to post videos or photos of prospects.
- › It is permissible to comment on the general area of where you may be recruiting (i.e. region or state)
- › It is **NOT** permissible to comment on specific tournaments or schools where you are recruiting.

Social Networking

> FACEBOOK RULES:

- It is permissible to be 'friends' with a prospect starting September 1 of their junior year in high school (June 15 for MBB). This includes initiating the friendship as well as accepting a request.
- It is permissible to send personal messages to prospects once you become 'friends'.
- **It is NOT permissible to write on a prospect's wall or 'like' a post on their wall.**
- It is NOT permissible to use the chat function with a prospect.

Social Networking

> TWITTER RULES:

- It is permissible to follow a prospect starting September 1 of their junior year in high school (June 15 for MBB).
- It is permissible to send a direct messages to prospects once you are following them.
- **It is NOT permissible to send an @reply to a prospect.**
- It is NOT permissible to post anything about prospects.

References:

- ◎ 13.4.1.2 Electronic Transmissions
- ◎ Electronically transmitted correspondence that may be sent to a PSA or the PSA's parents or legal guardians) is limited to e-mail and faxes. (See Bylaw 13.1.6.2.) All other forms of electronically transmitted correspondence (e.g., Instant Messenger, text messaging) are prohibited.
- ◎ Color attachments may be included with e-mail correspondence sent to a PSA, 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) & a media guide.
- ◎ 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.