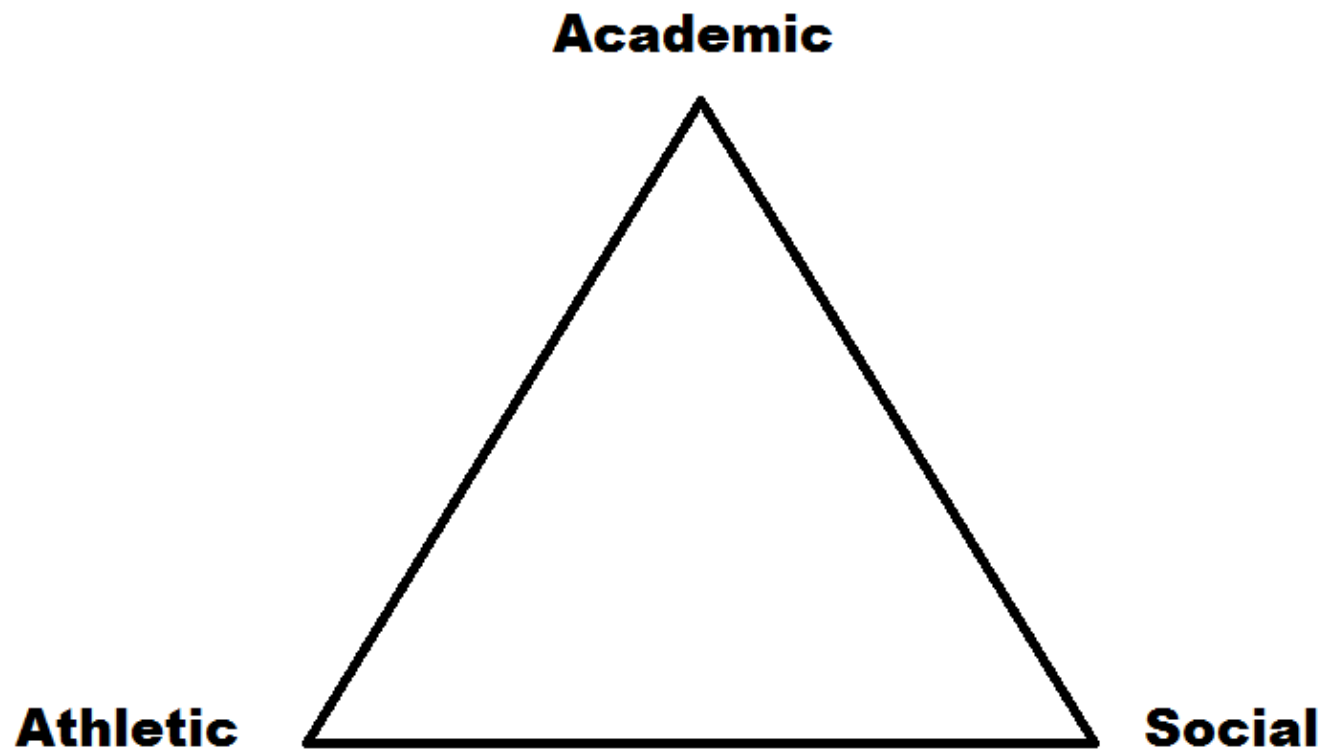


Social Media and College Hockey?



Lisa Marshall

Student-Athletes:



Quick Poll

- Facebook?
- Instagram?
- Twitter?
- Pinterest?
- Blog?
- Vlog?
- ...security settings? Public VS Private

Instant-Gratification Generation

- Easy
- “People are much braver behind a screen”
- “Facebook Official”
- Doubletaps, Likes, Favorites, Retweets
- Skewed judgement



NCAA Recruiting Rules

“The NCAA limits how many phone calls coaches can make to recruits. Text messaging is banned altogether. Social media, meanwhile, is far less regulated.”

The Connection

Who:

Coaches, Teams, Mascots

- “En-vogue method of communication”
- Prescout potential recruits
- Track competitors
- Publicity:
#NLISigningDay, #NCAA, #Future “...”

The Right to Express...

Actual Instances:

- Offensive in Nature
- Profanity
- Incrementing photo
- Inappropriate behavior
- Involvement in an obscene YouTube video
- “Attack Tweets”



“Focus on the Positives.”


 **Varsity Monitor**
@VarsityMonitor

Athletes when you are both in uniform and out of uniform, you represent your team/school. Act with integrity. #AthleteTip

RETWEETS **65** FAVORITES **37**

10:15 AM - 10 Feb 2014

*TREAT EVERY
POST YOU MAKE
ON FACEBOOK,
INSTAGRAM, OR
TWITTER AS A
NATIONALLY
TELEVISED
PRESS
CONFERENCE*

 **Alan Stein** @AlanStein · Apr 12
Do you want to play college basketball? Please read (and Retweet): pic.twitter.com/RR7saqRSUh

Reply Retweet Favorite Assign To Flag media

Relevance to Real Life

- Internet footprints leave a trail
- Future Employers
 - Adults losing jobs over FB status
- Consequences beyond instant gratification
- Protect your image

Sources

- http://espn.go.com/college-sports/recruiting/football/story/_/id/7510010/social-media-makes-mark-recruiting
- <http://highschoolsports.cleveland.com/news/article/3838474443158678075/how-social-media-behavior-of-high-school-athletes-can-negatively-impact-ncaa-recruiting-photos-polls-national-signing-day-2015/>