

SOCIAL MEDIA

Student-athletes are permitted to have profiles on social networking sites such as Twitter and Facebook. This is contingent upon the understanding that a. no offensive or inappropriate pictures are posted, b. no offensive or inappropriate comments are posted, and c. any information posted on the site does not violate the ethics and core values of Clemson University, the Athletic Department; not violate the University nor Athletic Department Codes of Conduct, and all other local, state and federal laws.

Head coaches have the authority to limit their team's access to, and use of social media during specified time periods.

Refer to the Athletic Department's statement, and guidelines on social networking and public media posted below:

Guidelines for Student-Athlete Use of Public Media / Social Networking

Public Media refers to technologies used to communicate information and whose mission is to inform the public. This includes print outlets, traditional radio and television broadcasts, and digital media platforms including chat rooms, blogs and social networking mechanisms.

Social Networking refers to the use of sites such as *Facebook.com*, *MySpace.com*, *Xanga.com*, *Friendstar.com*, *Twitter*, *Instagram*, *LinkedIn*, *Flickr*, *Pinterest* and others that offer an opportunity to interact socially with new people, and connect with friends and family.

Clemson University Athletic Department does not restrict use of public media outlets including social networking. However, student-athletes should understand that their actions in public media are subject to the same standard of conduct expected of student-athletes in all other aspects of their student-athlete life. Posted activities, pictures, conversations, and comments that appear to violate the code of student-athlete conduct will be investigated and managed appropriately.

Remember:

- Once information is posted, it is in the public domain. It can be accessed, and used without your permission or knowledge. Pictures and comments posted in your Facebook site can be Tweeted and re-Tweeted, quickly becoming viral.
- Pictures taken at parties, especially with cell-phones, do not always exhibit model behavior. Wait at least a day, and then carefully review before posting.
- Posting pictures of others may be considered a violation of their privacy – always seek permission first (when they are in a clear state of mind to make that decision).
- Family and roommates might not appreciate you posting information that could connect you with them.
- What may seem to be harmless fun might not be viewed as such by college officials, parents, and prospective employers.
- Many social networking sites track all of your activities on their site, as well (often) on other sites so they can monitor your interests and target marketing appropriately. Read membership contracts!

Consider:

- Parents of prospective student-athletes can check pages of current student-athletes and base their decision of the team, athletic department and University on what they see there.
- Reporters can scrutinize a student-athlete's information in the process of adding color to a story.
- Posters can become victims of identity theft.
- Your safety, security and privacy can be compromised if fans, rapists, stalkers, groupies and thieves obtain personal information such as where you live, who your friends are, and your contact information (including class schedules).
- Opposing teams can obtain information, which can be used to taunt you during competition.
- Those who you invite to be your "friends" should be carefully vetted since many people claim to be friends of athletes to get close to the team and obtain inside information that may be widely disseminated.
- Remember that these "friends" to whom you give access, have their own friends who you may, or may not want close to you.
- "Fans" follow athletes via Facebook and Twitter, and readily post their comments etc. to sports forums, and message boards.
- Potential employers can access profiles before they make interviewing / hiring decisions.

Do Not:

- Post personal contact information.
- Post pictures or information that would embarrass you or others.
- Curse, or use inappropriate language, especially that which disparages others particularly according to gender, race, or sexual orientation.

Do:

- Set your privacy settings to help keep your identity information safe.
- Keep passwords private – even from friends.
- Post general information (e.g. Birthday November 1 – no year)
- Seriously consider who you allow to follow you. The more people you permit, the more generic, and careful should be your postings.
- Think before re-tweeting / re-posting a followers comments – although they are not your own, you are endorsing the comments.