

EASTERN CAMDEN COUNTY REGIONAL SCHOOL DISTRICT

SOCIAL MEDIA & ATHLETICS



PRESENTED BY:
EASTERN
ATHLETIC
DEPARTMENT

TWEET SMART, TWEET OFTEN



“Why should we have to go to class if we came here to play FOOTBALL, we ain’t come to play SCHOOL, classes are POINTLESS.”
-- Ohio State Football Player

TWEET SMART, TWEET OFTEN

We are encouraging you, the student-athlete, to use social media often, with a focus on what should be said, as opposed to what shouldn't be said.

TWEET SMART, TWEET OFTEN

You have a platform right now, and people are going to know of you, and follow you.

So use Twitter and other social media in a positive way.

Understand that you have a goal.

Think of it that you're marketing yourself, and your goal is to get noticed by recruiters.

TWEET SMART, TWEET OFTEN

- The stated missions of Google, Facebook, and Twitter are to share information publicly, openly, and instantly.
 - All platforms offer private options – but their content doesn't stay private!
- Set a goal, and make everything you tweet, post, like or Instagram reflect that goal.
 - Possible goals:
 - Be recruited to a Division I school
 - Be recruited by a business
 - Secure an internship
 - Promote your image in hopes of nabbing a national media feature

It's your brand, and you control it.

10 TIPS FOR HIGH SCHOOL STUDENT-ATHLETES TO WIN IN SOCIAL MEDIA

1. ADMISSION IS FREE
2. WHAT WOULD YOUR PARENT THINK?
3. YOUR FUTURE IS NOW

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4. BE POSITIVE

5. SAY “THANK YOU”

6. A PICTURE IS WORTH A THOUSAND WORDS

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7. RESPONSIBLE RETWEETING
8. CONNECT DIGITAL WITH REALITY
9. TELL YOUR STORY
10. CHECK SPELLING, GRAMMAR, AND WORD USAGE

EASTERN'S GUIDELINES FOR STUDENT-ATHLETES: SOCIAL MEDIA

- Everything you post is public information – any text or photo placed online is completely out of your control the moment it is placed online (even if you limit access to your site).
- Information (including pictures, videos, and comments) may be accessible even after you remove it.
 - Once you post a photo or comment on a social networking site, that photo or comment becomes the property of the site, and may be searchable even after you remove it.

EASTERN'S GUIDELINES FOR STUDENT-ATHLETES: SOCIAL MEDIA

- What you post may affect your future!
 - Many employers and college admissions officers review social networking sites as part of their overall evaluation of an applicant.
 - Carefully consider how you want people to perceive you before you give them a chance to misinterpret your information (including pictures, videos, comments, and posts).
- Under a policy developed by the NJSIAA and the state Attorney General's Office and its Division on Civil Rights, officials and schools will enforce rules designed to crack down on harassing conduct related to race, gender, ethnicity, disability, sexual orientation, or religion.

EASTERN'S GUIDELINES FOR STUDENT-ATHLETES: SOCIAL MEDIA

Similar to comments made in person, Eastern Regional High School's Department of Athletics will not tolerate disrespectful comments and behavior online, such as:

- 1.** Derogatory language or remarks that may harm teammates or coaches; other Eastern Regional student-athletes, teachers, or coaches; and student-athletes, coaches, or representatives of other schools, including comments that may disrespect opponents.
- 2.** Incriminating photos or statements depicting violence; hazing; sexual harassment; full or partial nudity; inappropriate gestures; vandalism, stalking; underage drinking, selling, possessing, or using controlled substances; or any other inappropriate behaviors.

EASTERN'S GUIDELINES FOR STUDENT-ATHLETES: SOCIAL MEDIA

3. Creating a serious danger to the safety of another person or making a credible threat of serious physical or emotional injury to another person.
4. Indicating knowledge of an unreported school or team violation—regardless if the violation was unintentional or intentional. In short, do not have a false sense of security about your rights to freedom of speech. Understand that freedom of speech is not unlimited. The on-line social network sites are NOT a place where you can say and do whatever you want without repercussions. The information you post on a social networking site is considered public information. Protect yourself by maintaining a self-image of which you can be proud for years to come.