

NIL BEST PRACTICES

A 10-Step Guide for Athletic Directors

1



WEBSITE

Create a Name, Image, and Likeness tab on your school or conference's website as a centralized informational hub to direct people to.

2



POLICY

Have a clear and easy-to-understand NIL policy for your school/conference if it is more restrictive than the OHSA's rules.

3



ACCESS

Make it easy for students and parents to access Name, Image, and Likeness compliance information.

4



RESOURCES

Populate your NIL website with resources that are easy to understand to limit NIL activity and compliance confusion.

5



VISIBILITY

Post NIL Rules in a highly visible place for student-athletes to see like locker rooms, coaches' offices, etc.

6



WORKSHOPS

Hold informational NIL sessions or workshops for your students/parents to proactively educate them on NIL compliance and how to take advantage of NIL opportunities safely and successfully.

7



PRESEASON PACKETS

Provide NIL informational resources to parents during preseason athletic meetings.

8



COACHES

Make sure your coaches are clear on policies regarding recruiting and NIL.

9



SHARE

Add NIL context to athletic department's role in your school's Open House and prospective student tours.

10



REPORT

Report NIL violations you become aware of to the OHSA.