

# Social Media Use in Division III Recruiting

You may, at any time, **take actions of approval** on social media content created by users of the platform. For example, content created by:

- Prospects and their families
- Club/HS teams and coaches
- Outside groups

## ACTIONS OF APPROVAL DO NOT GENERATE CONTENT, WHICH IS WHY THEY ARE PERMISSIBLE AT ANY TIME.

Commenting, tagging or otherwise linking the prospect to a social media post generates content, and that content is governed by the electronic transmissions and publicity legislation. That means:

### BEFORE DEPOSIT AND JAN. 1

Limited to private communication and actions of approval.

### AFTER DEPOSIT AND BEFORE JAN. 1

May announce the prospect's commitment with a post, picture and general information but may not tag/link them to the post.

### AFTER DEPOSIT AND JAN. 1

No restrictions on social media interaction.

## WHAT ACCOUNTS ARE SUBJECT TO DIII SOCIAL MEDIA REGULATIONS?

### ATHLETICS DEPARTMENTS

Official athletics department accounts are subject to DIII social media regulations.

### TEAMS

Team accounts, and unofficial accounts representing an institution's team, are subject to DIII social media regulations.

### COACHES

A coach's personal social media account is subject to DIII social media regulations.

### STUDENT-ATHLETES

Generally, peer-to-peer interactions are not subject to DIII social media regulations. However, if the SA is instructed to reach out to the prospect for the purposes of recruitment, their account must follow the regulations.

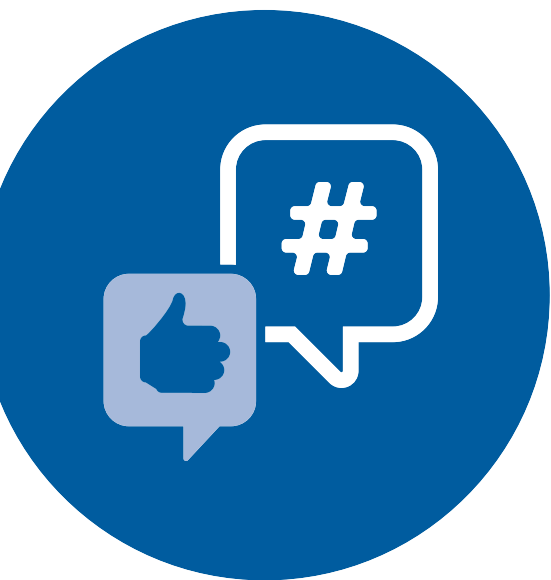
### NON-ATHLETICS INSTITUTIONAL ACCOUNTS

May interact with prospects on social media without restriction, as long as they are not directed to do so by athletics and they interact similarly with all prospective students.










## SOCIAL MEDIA AND VISITS TO CAMPUS

PSAs can take pictures during their visits to your institution and post those photos to social media at any time. And while you cannot direct the PSA to post the pictures, you can interact with the posts as permitted by the public communications timeline.

**SIMPLY PUT:  
TAP, DON'T TYPE IF IT  
IS BEFORE JAN. 1 AND  
FINANCIAL DEPOSIT.**



## WHAT IS OR ISN'T PERMISSIBLE BEFORE JAN. 1 AND FINANCIAL DEPOSIT?

		
 FACEBOOK	<ul style="list-style-type: none"> <li>• Send/accept a friend request to or from PSA.</li> <li>• Utilize private messenger/chat function.</li> <li>• Like a status, photo or post.</li> <li>• Share a post (without comment).</li> </ul>	<ul style="list-style-type: none"> <li>• Post on PSA's wall.</li> <li>• Comment on a status, photo or post.</li> <li>• Utilize a group messenger/chat function.</li> </ul>
 TWITTER	<ul style="list-style-type: none"> <li>• PSA can follow coach; coach can follow PSA.</li> <li>• Retweet PSA's tweet (without comment).</li> <li>• Favorite PSA's tweet.</li> <li>• Utilize private direct message function.</li> </ul>	<ul style="list-style-type: none"> <li>• Tweet using PSA's Twitter handle (@PSA).</li> <li>• Tag PSA in a post.</li> <li>• Reply to PSA's tweet.</li> </ul>
 INSTAGRAM	<ul style="list-style-type: none"> <li>• PSA can follow coach; coach can follow PSA.</li> <li>• Like PSA's photo.</li> </ul>	<ul style="list-style-type: none"> <li>• Tag PSA in a post.</li> <li>• Comment on PSA's photo.</li> </ul>
 SNAPCHAT	<ul style="list-style-type: none"> <li>• Send/accept a friend request to or from PSA.</li> <li>• Send and receive snaps (photos/videos).</li> <li>• Utilize private chat function.</li> </ul>	<ul style="list-style-type: none"> <li>• Utilize group snap function.</li> <li>• Utilize group chat function.</li> </ul>
 LINKEDIN	<ul style="list-style-type: none"> <li>• Send/accept connection requests to or from PSA.</li> <li>• Utilize private in-message function.</li> <li>• Share PSA's post (without comment).</li> <li>• Like PSA's post.</li> </ul>	<ul style="list-style-type: none"> <li>• Recommend or endorse PSA.</li> <li>• Comment on PSA's post.</li> </ul>
 PINTEREST	<ul style="list-style-type: none"> <li>• PSA can follow coach; coach can follow PSA.</li> <li>• Coach can re-pin PSA's post.</li> </ul>	<ul style="list-style-type: none"> <li>• Tag PSA.</li> </ul>
 TIKTOK	<ul style="list-style-type: none"> <li>• PSA can follow coach; coach can follow PSA.</li> <li>• Like PSA's post.</li> </ul>	<ul style="list-style-type: none"> <li>• Reply to PSA's post.</li> <li>• Tag PSA in a post.</li> </ul>

*Social media is constantly changing, so this chart is also subject to change.  
If you are unsure about something, just ask the academic and membership affairs staff.*