

# **Tennessee Tech University Social Media Best Practices For Student-Athletes**

Think before you Tweet or post on Facebook. Posts can have consequences! Remember, once a Facebook post or a Tweet is online, it can be found online FOREVER!

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- DO: Be positive, supportive, and professional. You are representing more than just yourself on social media. You are representing your team, your athletic department and your University.
- DO: Share excitement about Tech Athletics. Celebrate your victories and accomplishments of your team and other Tech teams!
- DO: Use privacy settings. Restrict Facebook posts to friends only, and consider making Twitter feeds private.
  - DON'T: Be critical of officials, coaches, the school, opponents or fans.
  - DON'T: Give the opponent "Bulletin Board Material."
  - DON'T: Discuss any internal policies, coaching decisions, tactics, etc.
  - DON'T: Post anything that could be deemed sensitive or confidential.
  - DON'T: Disclose injury information about yourself or others.
  - DON'T: Mention recruits; publicizing a recruit is a violation!
  - DON'T: Post under the influence. Be in your right mind when you post.
- DON'T: Post anything racial, sexual or anything that could be perceived as harassment. You may think it is funny or harmless, but it could be offensive to someone else.
- Even posts on anonymous social media (YikYak, Unseen), can be traced back to the person who posted it. Nationally, 11 students have been arrested for YikYak posts.

### **Look at it this way:**

- Is this something I would want on the cover of a magazine?
- Is this something I would want my family members to see?
- If this was a commercial aired across America, would I be proud to have my name on it?
  - Does this go against my values and morals?
- Future employers WILL look at your social media to see if you will be a good representative of their brand.

***If you have to ask: Is this appropriate to post online? Then, you probably shouldn't post it.***