

## Division I Regulations on Social Media Activities

The following information provides guidance to coaches on the permissible social media activities. Please consult your compliance office with any additional questions.

ACTION	PRIOR TO COMMITMENT	AFTER COMMITMENT
<b>Friend/Follow</b> a Prospective Student-Athlete.	<u>Permissible</u> before first date to provide recruiting materials if automatically-generated notification is not modified and no additional communication is included.	Permissible
<b>Comment</b> on Prospective Student-Athlete's Post.	<u>Not permissible</u> electronic correspondence because it is not private. <u>Not permissible</u> form of publicity. More than confirmation of recruitment.	
<b>Repost</b> Prospective Student-Athlete's Post.	<u>Permissible</u> , action that indicates approval.	
<b>Repost</b> Prospective Student-Athlete's Post with <b>Comment</b> .	<u>Not permissible</u> electronic correspondence because the comment is not private.	
<b>Endorse</b> (e.g., Liking or Favoriting) Prospective Student-Athlete's Post.	<u>Permissible</u> , action that indicates approval.	
<b>Associate</b> (e.g., Tagging or Mentioning) Prospective Student-Athlete Profile.	<u>Not permissible</u> electronic correspondence because comment is not private.	

Endorsements	Prospective Student-Athlete's Team, Coach or Facility	Recruiting/Scouting Service	Noninstitutional Athletics Event with Prospective Student-Athletes
<b>Commenting</b> on Post.	✗	✗	✗
<b>Reposting</b> (e.g., Sharing or Retweeting).	✓	✗	✓
<b>Endorsing</b> (e.g., Liking or Favoriting).	✓	✗	✓
<b>Associating</b> (e.g., Tagging or Mentioning).	✗	✗	✗
Interaction <b>Unrelated to Athletics</b> (e.g., "Happy Birthday").	✓	Not Applicable.	Not Applicable.
Recognition of <b>special achievement</b> – Alumnus.	✓ <small>*May not directly reference specific prospective student-athletes.</small>		