Social media has changed college sports from the way competition is promoted to the way high school prospective student-athletes are recruited. NCAA rules have developed and changed over the past several years to keep up with ever-evolving social media platforms. Facebook and Twitter are not found anywhere in the NCAA manual, but a combination of NCAA Educational Columns and Interpretations have shaped the rules on recruiting through social media. When reviewing the permissible uses of social media below, please remember that social media is a form of electronic correspondence, therefore, the rules apply to those PSAs who are eligible to receive electronic communications from a coach and/or staff member.

### Permissible Use of Social Media

Coaches and staff can send an “email” through Facebook or a “direct message” through Twitter to a PSA starting September 1 of the PSA’s junior year in high school (June 15 following a PSA’s sophomore year in high school for men’s basketball).

Once a PSA has signed an NLI, written offer of admission, and/or financial aid agreement, coaches are permitted to utilize the Facebook wall-to-wall feature and @ Twitter feature because coaches can now publicly comment on a PSA.

Coaches are permitted to tweet generic information about recruiting including locations visited (e.g., visit to a high school or town, attending a contest) as long as no personally identifiable information about a specific PSA (e.g., number, nickname, etc.) or endorsement of a PSA’s team is included in the tweet.

Coaches are permitted to send pictures as attachments to electronic correspondence (text messages, emails, Twitter direct messages, etc.) only if those pictures were not altered or staged for recruiting purposes.

Coaches can send photos through Instagram as long as the content of the photo was not altered (i.e., staged for recruiting purposes).

### Impermissible Use of Social Media

Coaches and staff are not permitted to communicate with PSAs through the wall-to-wall feature on Facebook (including “Like” of a Facebook post).

Coaches and staff are not permitted to initiate or accept friend requests until September 1 at the beginning of a PSA’s junior year in high school (June 15 following a PSA’s sophomore year in high school for men’s basketball).

Coaches are not permitted to communicate with a PSA using the @ feature on Twitter or retweet any comment, story, article, etc., about a PSA.

Coaches and staff are not permitted to follow a PSA on Twitter before the permissible date to send electronic correspondence to the PSA.
LEGISLATIVE UPDATES

The NCAA adopted new rules, which are effective immediately for football, sand volleyball, and men’s and women’s basketball. The membership will meet January 14-18 in San Diego at the NCAA Convention to discuss the next round of legislative efforts.

KEY TAKEAWAYS

1. Sand volleyball — Eliminates the requirement that no other competition occur on the day of a dual competition for that competition to count toward the 3 dual, one day competition minimum requirement and to specify that only one contest per day will count toward that minimum.

2. Men’s and women’s basketball — Eliminates the evaluation period for certified nonscholastic events that may occur in May if there are conflicts with weekends in April. So there will be no more May evaluations even if only one weekend is available in April due to Easter, standardized tests, etc.

3. Football — The five new rules include:
   - Allowing institutions to require football student-athletes to participate in an eight-week summer period during which there can be up to eight hours of required weight training and conditioning (two of the eight hours can consist of film review).
   - Allowing institutions to pay for meals for up to four family members who accompany a PSA on an official visit.
   - Prohibiting football coaches and staff members from attending all-star games or activities associated with those games.
   - Establishing a dead period to coincide with the winter holidays and the annual AFCA convention (for 2013-14 the dead period is December 16-January 15).
   - Establishing a dead period in late June and July (for 2014, the dead period will be June 30-July 13).

SPOT THE VIOLATION

The University of Argon volleyball team created a Facebook page for fans so they could share team news and updates. During the summer, before the start of the volleyball season, the coaches received a commitment from a top local recruit, Sarah Dig. Over the course of the season, the coaches remained in contact with Sarah, adhering to the recruiting calendar and phone call limitations.

After a big win, the coaches updated their status to include the game results. Sarah Dig, who was in attendance at the game, went home and left a note of congratulations on the University of Argon volleyball team Facebook page. The next morning the Argon coaches were reviewing the comments left by fans congratulating them on their win. After seeing a comment left by Sarah Dig who is their biggest recruit, the coaches “liked” her comment knowing that they could not write a response back.

Violations on page 3.
In sports other than men’s and women’s basketball, ASU coaches may be involved in instructional or coaching activities in their sport for a local sports club or organization in our community. If the individuals participating in the club are below grade 9, no NCAA rules apply. But, if PSAs do participate, NCAA rules do come into play and must be followed. These requirements are:

- All participants in the club must reside within a 50-mile radius of ASU’s campus, unless the club is the closest opportunity for a PSA who lives outside the 50-mile radius to participate in the sport. (Note: The closest opportunity is not defined in the legislation but requires a factual determination. If you have a PSA who is seeking to use this exception, please contact the Compliance Office to discuss whether the exception is applicable.)
- All participants must be legal residents of the 50-mile radius area. A PSA who relocates to an area on a temporary basis (e.g., visiting relatives) is not a legal resident of the area.
- ASU coaches are permitted to own and operate their own club team as long as the club is established using their personal financial funding (i.e., funding may not come from SDA).
- No institutional sponsorship may occur (e.g., no reduced rental rate).

The Compliance Office created a packet that summarizes NCAA bylaws and interpretations pertaining to local sports club participation. The packet must be completed for each local sports club in which a coach is involved. We also prepared a one-page questionnaire for our coaches to complete so that we can reach out to local sports club owners to help them understand the NCAA rules.

**SPORTS QUOTE**

“IN THE END, IT’S EXTRA EFFORT THAT SEPARATES A WINNER FROM SECOND PLACE. BUT WINNING TAKES A LOT MORE THAN THAT, TOO. IT STARTS WITH COMPLETE COMMAND OF THE FUNDAMENTALS. THEN IT TAKES DESIRE, DETERMINATION, DISCIPLINE, AND SELF-SACRIFICE. AND, FINALLY, IT TAKES A GREAT DEAL OF LOVE, FAIRNESS, AND RESPECT FOR YOUR FELLOW MAN. PUT ALL THESE TOGETHER, AND EVEN IF YOU DON’T WIN, HOW CAN YOU LOSE?”

- JESSE OWENS

**GRADUATE MANAgERS**

In all sports except football and women’s rowing, graduate school students who are associated with a sports program serve as managers and not assistant coaches. NCAA rules do not allow for graduate students to be student assistant coaches. Only undergraduate students are permitted to be student assistant coaches. Understanding the difference between a manager and an assistant coach is necessary to keep a sports program from exceeding NCAA coaching limitations. The rules require that graduate student managers:

- Must be full-time graduate students (9 or more credit hours).
- Participate in only limited on-court or on-field activities during practice or competition involving student-athletes on a regular basis (e.g., assist with drills, throw batting practice, assist with warm up activities).
- Do not provide instruction to student-athletes.

**AND THE ANSWER Is . . .**

Answer: The University of Argon volleyball coaches made an impermissible electronic transmission. Even though the PSA committed to the institution, she had not signed an NLI. Thus, the “like” was an impermissible public comment regarding a PSA.
**Recruiting Calendar - November 2013**

**Calendar Key**
- Quiet Period
- Contact Period
- Evaluation Period
- Dead Period

**Recruiting Period for Men’s Basketball**

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**All Other Sports with No Calendar Listed on This Page**

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| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

*Please note that this table has dates that run until November 30. Many of the periods run past November 30. Visit the NCAA Recruiting Calendars website for full recruiting calendars including little nuances that will clear up any discrepancies in the dates - [http://www.ncaa.org/wps/wcm/connect/public/NCAA/Resources/Recruiting+Calendars/](http://www.ncaa.org/wps/wcm/connect/public/NCAA/Resources/Recruiting+Calendars/)*