

# BOISE STATE™

## COMPLIANCE EDUCATION

UNIVERSITY COMMUNICATIONS & MARKETING

SPRING 2014

### NCAA SOCIAL MEDIA RULES

#### Social Media

- NCAA rules do not allow comments about prospective student-athletes (prospects) on an institution's social media page or a page belonging to someone affiliated with the institution. In addition, these pages cannot feature photos of prospects and messages cannot be sent to prospects using these social media technologies.
- Some recent examples of social media campaigns launched which resulted in NCAA violations:
  - ◇ "Indiana Men's Basketball is denying any involvement in the '1,000 Hoosier Fans For Cody Zeller' campaign sweeping Facebook"
  - ◇ "Kentucky fans launch 'Bring Patrick Patterson to Kentucky' Campaign to Facebook"
  - ◇ "Ohio State admits 'secondary violations' of NCAA recruiting rules in pursuit of lineman Henderson"
- Boise State may not interact with, or comment publicly, on any social media post made by a prospective student-athlete (prospect) unless the prospect has signed a National Letter of Intent with Boise State. This would include any "liking," "favoriting," "retweeting," etc.
  - ◇ In addition to not interacting with prospects, it is not permissible for Boise State to recognize or comment publicly on any prospect who may be visiting campus.
  - ◇ If there is any possibility that a prospective student or future Bronco is an athlete, Boise State should not interact with them through social media.
  - ◇ The best approach is the conservative one. If an individual's profile picture or bio indicates they are a prospective student-athlete, do not interact with them through social media.
- Once Boise State has made an official public announcement about the signing of a future Bronco, Boise State may interact with, and comment publicly, on any social media post.
- Boise State may interact with current student-athletes through any social media platform.

#### Extra Benefits

- An extra benefit is any special arrangement by a Boise State employee or a representative of Boise State's athletics interests to provide a prospect, a student-athlete, or their family members/friends a benefit not expressly authorized by NCAA legislation.
- Receipt of a benefit by student-athletes or their family members or friends is not a violation of NCAA legislation if it is demonstrated that the same benefit is generally available to Boise State's students or their relatives or friends or to a particular segment of the student body (e.g., foreign students, minority students) determined on a basis unrelated to athletics ability.