At the 2019 NCAA Convention, an exception was created for the electronic transmissions and publicity legislation. This changed how Division III uses social media during recruitment.

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

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

Actions of approval do not generate content. Commenting, tagging or otherwise linking the prospect to a social media post generates content.

The social media content that you create is still governed by the electronic transmissions and publicity legislation. That means:

**Before Deposit & May 1**
Limited to private communication and actions of approval.

**After Deposit & Before May 1**
Limited to private communication and actions of approval. May announce the prospect’s commitment.

**After Deposit & May 1**
No restrictions on social media interaction.

**Simply Put:**
Tap, don’t type if it is before May 1.

**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.
WHAT IS OR ISN’T PERMISSIBLE?

- Send/accept a friend request to or from PSA
- Utilize private messenger/chat function
- Like a status, photo, or post
- Share a post (without comment)

- PSA can follow coach, coach can follow PSA
- Retweet PSA’s tweet (without comment)
- Favorite PSA’s tweet
- Utilize private direct message function

- PSA can follow coach, coach can follow PSA
- Like PSA’s photo

- Send/accept a friend request to or from PSA
- Send and receive snaps (photos/videos)
- Utilize private chat function

- Send/accept connection requests to or from PSA
- Utilize private in-message function
- Share PSA’s post (without comment)
- Like PSA’s post

- PSA can follow coach, coach can follow PSA
- Coach can re-pin PSA’s post

- Read PSA’s blog
- Share PSA’s blog

- Post on PSA’s wall
- Comment on a status, photo or post
- Utilize a group messenger/chat function

- Tweet using PSA’s Twitter handle (@ PSA)
- Tag PSA in a post
- Reply to a PSA’s tweet

- Tag PSA in a post
- Comment on PSA’s photo

- Utilize group snap function
- Utilize group chat function

- Recommend or endorse PSA
- Comment on PSA’s post

- Tag PSA

- Comment on PSA’s blog

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.