

# Bylaw 13 – Recruiting

# Overview

- Social Media Recap.
- Personalized Recruiting Materials.
- Virtual Recruiting.
- Question and Answer.



# Updated Resource Document

NCAA Division III

## SOCIAL MEDIA IN DIVISION III

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, *one-to-one* 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.

NCAA.org/d3



Compliance



Division III  
Social Media  
Resource

### WHAT IS OR ISN'T PERMISSIBLE?

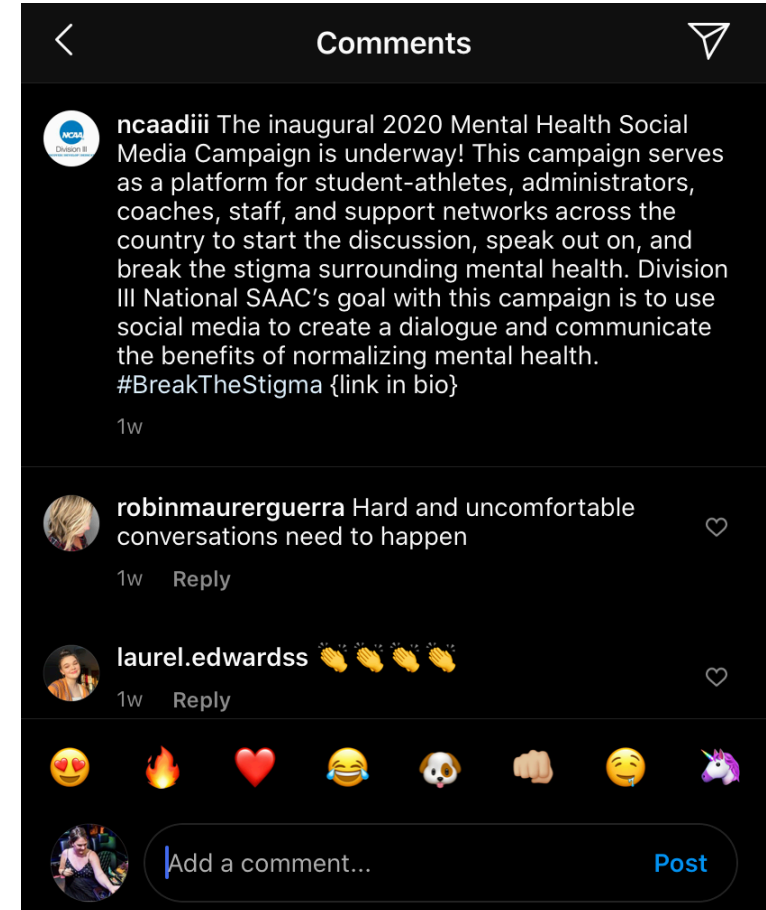
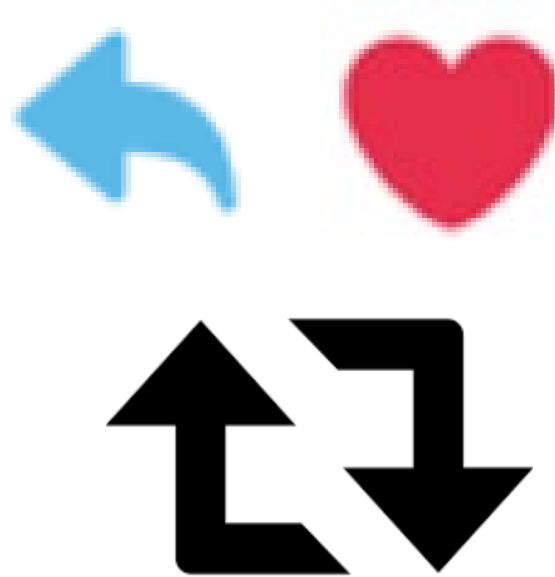
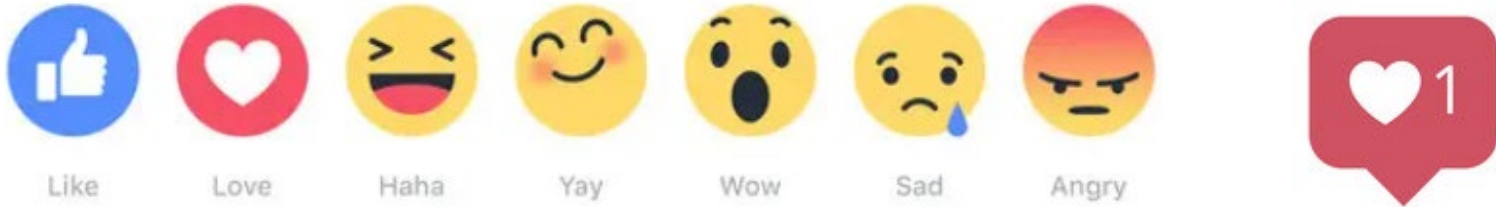
✓	✗
<ul style="list-style-type: none"> <li>Send/accept a friend request to or from PSA</li> <li>Utilize private messenger/chat function</li> <li>Like a status, photo, or post</li> <li>Share a post (without comment)</li> </ul>	<ul style="list-style-type: none"> <li>Post on PSA's wall</li> <li>Comment on a status, photo or post</li> <li>Utilize a group messenger/chat function</li> </ul>
<ul style="list-style-type: none"> <li>PSA can follow coach, coach can follow PSA</li> <li>Retweet PSA's tweet (without comment)</li> <li>Favorite PSA's tweet</li> <li>Utilize private direct message function</li> </ul>	<ul style="list-style-type: none"> <li>Tweet using PSA's Twitter handle (@ PSA)</li> <li>Tag PSA in a post</li> <li>Reply to a PSA's tweet</li> </ul>
<ul style="list-style-type: none"> <li>PSA can follow coach, coach can follow PSA</li> <li>Like PSA's photo</li> </ul>	<ul style="list-style-type: none"> <li>Tag PSA in a post</li> <li>Comment on PSA's photo</li> </ul>
<ul style="list-style-type: none"> <li>Send/accept a friend request to or from PSA</li> <li>Send and receive snaps (photos/videos)</li> <li>Utilize private chat function</li> </ul>	<ul style="list-style-type: none"> <li>Utilize group snap function</li> <li>Utilize group chat function</li> </ul>
<ul style="list-style-type: none"> <li>Send/accept connection requests to or from PSA</li> <li>Utilize private in-message function</li> <li>Share PSA's post (without comment)</li> <li>Like PSA's post</li> </ul>	<ul style="list-style-type: none"> <li>Recommend or endorse PSA</li> <li>Comment on PSA's post</li> </ul>
<ul style="list-style-type: none"> <li>PSA can follow coach, coach can follow PSA</li> <li>Coach can re-pin PSA's post</li> </ul>	<ul style="list-style-type: none"> <li>Tag PSA</li> </ul>
<ul style="list-style-type: none"> <li>Read PSA's blog</li> <li>Share PSA's blog</li> </ul>	<ul style="list-style-type: none"> <li>Comment on PSA's blog</li> </ul>

**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.**

Facebook.com/NCAADivisionIII @NCAADIII @NCAADIII

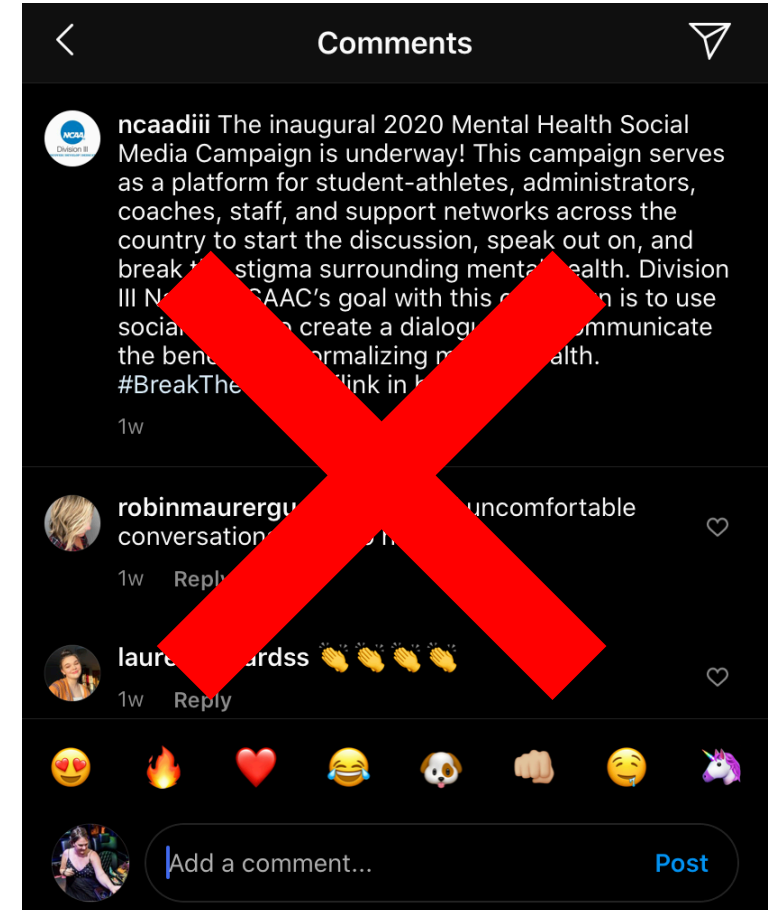
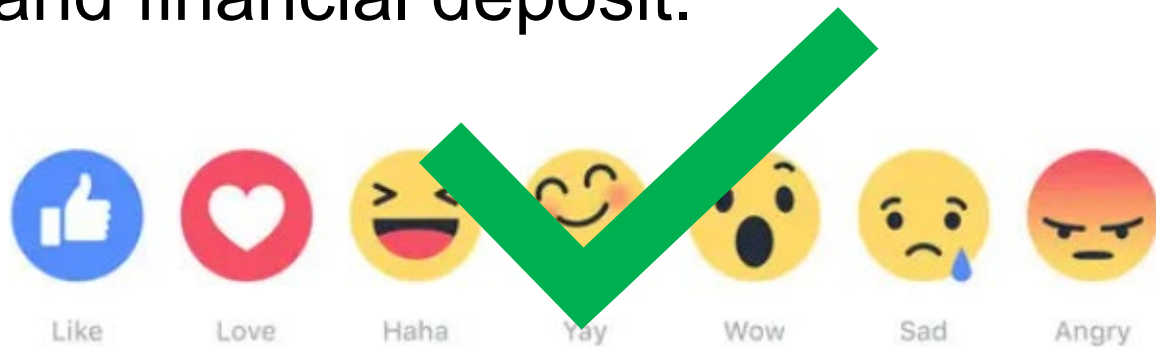
NCAA

# Emojis and Reactions



# Emojis and Reactions (cont.)

- Permissible to use emojis/reactions, as long as they are consistent for all users. Any emojis/reactions that are unique to the user would constitute public communication and, therefore, be impermissible prior to May 1 and financial deposit.



# Recruiting Materials: General

- Institutions may provide PSAs with official academic, admissions, athletics and student-services publications or electronic media published or produced by the institution.
  - May also provide information of a general nature available to all students or prospective students.

*Bylaw 13.4.1*



# Personalized Recruiting Materials

- What do we mean by personalized?
- Examples:
  - Picture of institutional locker room with PSA's name over a locker;
  - Picture of PSA in the institution's uniform; and
  - Picture of uniform with PSA's name and number.



# Personalized Recruiting Materials (cont.)

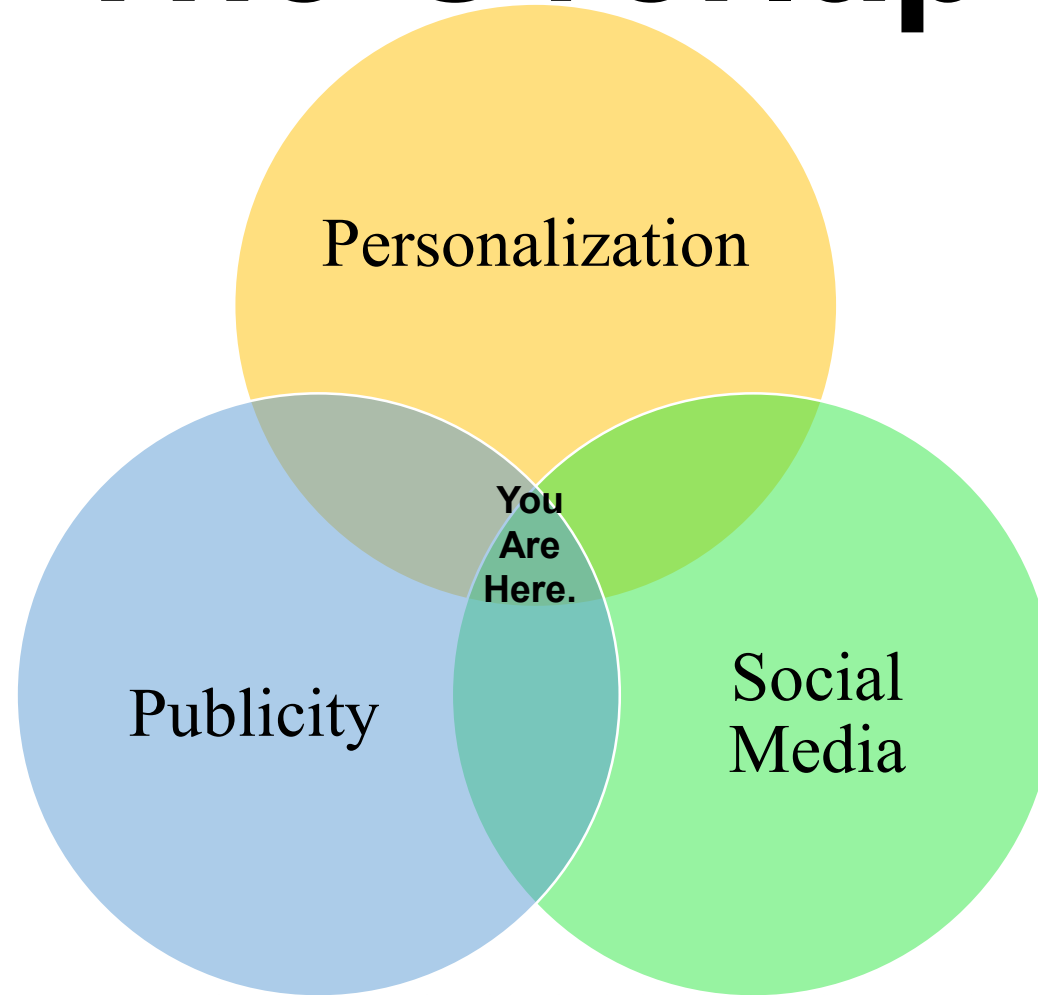
- OK to personalize materials, as long as:
  - Official athletics publications (e.g., institutional letterhead, institutional email and institutional postcard); and
  - Published or produced by the institution.

*October 19, 2019, Interpretation*





# The Overlap



# Virtual Recruiting



Regional Rules

# Questions?



Regional Rules