

The University of Scranton Social Media Policy

Playing and competing for The University of Scranton is a privilege and Scranton student-athletes are seen as role models in the community. As leaders, you have the responsibility to portray your team, your university and yourself in a positive manner at all times. Sometimes, this means doing things that are an inconvenience to you, but benefit the whole team.

Social media is used by the majority of student-athletes here at Scranton in one form or another and student-athletes should be aware that third parties--Scranton administrators, NCAA officials, media, faculty, and potential future employers--could easily access your profiles and view all personal information. This includes all pictures, videos, comments and posts. Inappropriate material found by third parties affects the perception of the student-athlete, the athletic department and The University of Scranton and can be detrimental to a student-athletes future employment options.

Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions or presentations of the following:

- Photos, videos, comments or posts showing the personal use of alcohol, drugs and tobacco (e.g., no holding cups, cans, shot glasses, etc.)
- Photos, videos, and comments that are of a sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
- Pictures, videos, comments or posts that condone drug-related activity. This includes but is not limited to images that portray the personal use of marijuana and drug paraphernalia.
- Content online that is unsportsmanlike, derogatory, demeaning or threatening toward another individual or entity (e.g., derogatory comments regarding another institution; taunting comments aimed at a student-athlete, coach or team at another institution and derogatory comments against race and/or gender). No posts should depict or encourage unacceptable, violent, or illegal activities (e.g., hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking or illegal drug use).
- Content online that would constitute a violation of The University of Scranton, the Landmark Conference, or NCAA rules (e.g., commenting publicly about a prospective student-athlete, providing information related to sports wagering activities, or soliciting impermissible extra benefits).
- Information that is sensitive or personal in nature or is proprietary The University of Scranton Athletics Department or the University, which is not public information (e.g., tentative future team schedules, student-athlete injuries and eligibility status, travel plans/itineraries or information).

If a student-athlete's profile and its contents are found to be inappropriate in accordance with the above behaviors, he/she will be subject to the following penalties:

- A meeting with the Director of Athletics and Head Coach
- Penalties as determined by the athletics department, including but not limited to possible suspension from his/her athletic team.

Please consider the following recommendations as you participate in social media:

- Set your security settings so that only your friends can view your profile.
- You should not post your email, home address, local address, telephone number(s), or other personal information as it could lead to unwanted attention, stalking identity theft, etc.
- Be aware of who you add as a friend to your site – many people are looking to take advantage of student-athletes or to seek connection with student-athletes.
- Consider how the above behaviors can be reflected in all social media applications.

When in doubt of the inappropriateness of your online public material, consider whether it positively reflects your own values and ethics as well as the ethics and standards of The University of Scranton and the Athletics Department. Don't do anything to embarrass yourself, the team, your family or The University of Scranton.

By signing below you affirm that you understand The University of Scranton Athletics Department Social Media Policy and Guidelines for Student-Athletes and the requirements that you must adhere to as a University of Scranton student-athlete. Failure to adhere to this policy and guidelines may result in consequences that include suspension from your athletic team, and you may be subject to additional penalties imposed by the NCAA the Landmark Conference or The University of Scranton.

Printed Name: _____

Signature: _____

Date: _____