



# OVERVIEW

- Need to create and enforce a positive environment for good sportsmanship
  - For Yourself
  - For Your Athletes
  - For Your Parents/Fans



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# WHAT IS SOCIAL MEDIA?

When you think of social media, this may be what you imagine:



# WHAT IS SOCIAL MEDIA?

But it may be better thought of like this:



Complex

Constantly changing

# YOUR DIGITAL FOOTPRINT

ANYTHING that you post online or transmit via person-to-person network, in any format, will be a permanent, traceable and undeniable part of your mark on the world.

...and it never really goes away.



# SPORTSMANSHIP EVERYWHERE

- In this 24/7 youth sports culture, make sure that as coaches, parents, and athletes, we are all abiding by the sportsmanship principles, not just on the field/mat/court but online as well.
- Bring honor and integrity to your social game, and may your good social media sportsmanship result in a lot of fans always cheering for you!



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# OUR DIGITAL AGE

- High school sports undoubtedly get very competitive, whether for a state title, a league championship, or just bragging rights between two local rivals.
- There have been many cases when aggressiveness has led to bad sportsmanship; but now, through the emergence of social media, the whole online world can learn of acts of poor conduct and condemn them.
- More importantly, social media can be used to encourage and reward positive gamesmanship.



# BAD SPORTSMANSHIP FROM THE STANDS GOES VIRAL

- In recent years, parents have unfortunately posted negative comments about other children online.
- The display of bad sportsmanship has included Twitter rants between parents, Facebook posts featuring photos and videos of both opposing players and of kids playing on their son's or daughter's own team.
- And the comments have harmed, embarrassed, and threatened athletes, coaches and fellow parents.



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# HAVE A SOCIAL MEDIA POLICY FOR ALL INVOLVED

- Create and distribute a social media policy to all coaches, parents and athletes at the start of the season and ask each individual to sign the policy acknowledging their receipt and understanding.
- Your policy should include not only what behavior is unacceptable, but also what the consequences and punishments will be for violating these policies.



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# SOCIAL MEDIA AGREEMENTS

“Must maintain a positive online presence that would not reflect poorly on the athlete, cheer program or Central School district. Social Media activity is closely monitored for all athletes and a negative presence can be cause for dismissal from the team.”



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# TO FRIEND OR NOT TO FRIEND?

- Social media networks have created a dilemma for coaches: **should I friend my players online?**
- Social media can be an indispensable tool for youth sports teams - but, alongside all of the benefits comes important cautions, especially when it comes to appropriate contact between adults and kids.
- Before you friend players online, make sure you have a clear social media policy for your team and your league and that you've shared those policies with your administrators, athletes and their parents.
  - Create clear separation between your personal social media activities and your professional social media activities as a coach or youth sports volunteer.



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# SOCIAL MEDIA TRENDS

- Investment in Social Media has become a necessity
- Image-centric networks will continue to grow – who needs text?
- Micro-video will continue to rise – Instagram and SnapChat
- New platforms will continue to be created



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# TWITTER

- Mission: To give everyone the power to create and share ideas and information instantly, without barriers.
- Tweet to create school spirit or generate interest for a big game #ohsOzone
- Some states even have state-wide contests to find the “best student cheering sections”... that promote positive sportsmanship



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# FACEBOOK



- Mission: to give people the power to share and make the world more open and connected.
- Positive = can be made more private than some other avenues of social media.
- Use **EXTREME** caution when posting photos of students under 18 w/o parental permission
- Great use: Bring together alumni for school
  - Reconnect former athletes
  - Info on how team is doing now



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# INSTAGRAM



- Mission: “...We imagine a world more connected through photos.”
- Again, use caution when posting photos of those under 18 years old.
- Searchable by #hashtags

<http://instagram.com/about/faq/#>

<http://instagram.com/press/#>

# SNAPCHAT



- “Deleted” after viewing
  - Snapchat admitted to the FTC that information is, in fact, NOT deleted
- Inappropriate photos/videos
- Downloading pictures
- CAUTION – as a coach, this is probably not a great avenue of social media to have with your athletes.
- If you have Snap, I urge you to use it ONLY with your trusted and true friends/relationships.



# PRIVACY

- **You are never safe in the social media world.**
- Make sure all security and privacy settings are current (some sites are easier than others)
- Search for your name (know your image online!)
- Stay away from taking pictures with people you do not know well



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# SOCIAL MEDIA PITFALLS

- Posting inappropriate pictures/statements/videos
- Apps used for hiding pictures – false sense of security
- Bullying
  - “Fake twitters”
  - Yik-Yak



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# EDUCATING STUDENTS

- Awareness of risks
- Long-term effects
- Safety concerns
- Legal issues



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# SUGGESTIONS FOR PERSONAL AND PROFESSIONAL USE

- Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- Always think it through before posting.
- Respect proprietary information and content, and confidentiality.



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# SUGGESTIONS FOR PERSONAL AND PROFESSIONAL USE

- When disagreeing with others' opinions, keep it appropriate and polite.
- Know and follow the policies and the guidelines of your institution
- **THINK** before you **POST**
  - Can it be misconstrued in any way?
  - Does it reflect positively on you?



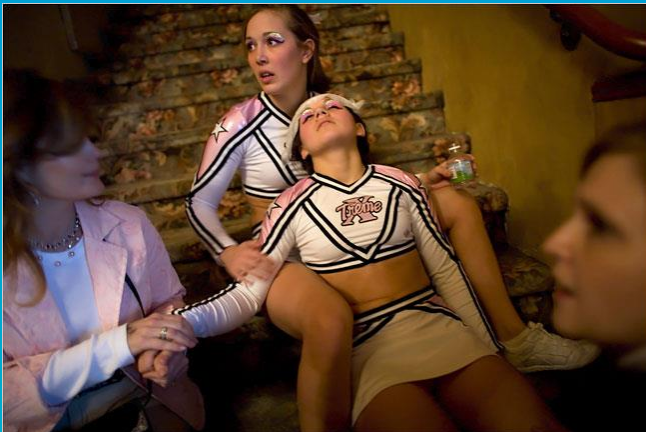
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# WHAT DO YOUR PICTURES SAY

# ABOUT YOU?



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# POSTING

- As a coach, Be professional in what you post
- Teach athletes to view social media as an extension of your program
- Do not request parents, student, administrators, or university personnel to be a “friend”
- Watch what you post in reference to your students, schools, and participants



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# TEACHING INTERNET SAFETY

- What you post represents you (Who's looking at your profile - coaches, colleges, employers)
- Cyber bullying
- Security on popular apps (Instagram, Snapchat, Twitter, Facebook, etc.)
- Sexting
- Texting & driving
- Predators using information you post



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# PERSONAL PROTECTION

How can you protect yourself?



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# PERSONAL PROTECTION

- If you become aware of a photo/post in circulation...
- If you receive inappropriate content from a student...

REPORT IT IMMEDIATELY



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# THINK IT THROUGH

- Before you like.
- Before you share.
- Before you tag yourself.
- Before you copy.
- Before you forward.

What impact could this piece of social media have on you in the future?

# QUESTIONS??



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