

Social Media & the Student-Athlete 2012 CoSIDA Convention

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Good to see companies like
[@fieldhousemedia](#) popping up. Firm educates
student-athletes on how to best use
Twitter/Facebook.

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6:04 PM - 17 Jan 12 via web · [Embed this Tweet](#)



What is SOCIAL MEDIA?



CONNECTING → CONNECTING → CO

CONNECTING

The misuse of Twitter is due to a lack of
understanding of the **power** of social media



18-24 year olds make up 27% of
social networking visits



facebook facts:

Over 38 million US users age 18-24

29% of FACEBOOK users

15 hours per month on the site



twitter

facts:

18-24 year olds with internet access:

31% use Twitter

1 in 5 use Twitter in a typical day

twitter facts:

From November 2010 to February 2012:

400% growth in Twitter usage among
18-24 year olds

generation

iY



who is **teaching** them?
what are they being taught?



our response

1. Ignore

2. Ban

3. **Educate**

social media college & athletes

IN THE NEWS:

**NCAA suspends Lehigh University wide receiver
Ryan Spadola one game**

**Running back suspended from Elon football team after
rant on Twitter**

**SBU player suspended for
offensive tweet**

**Recruit Yuri Wright expelled
for Tweets**

**Mocs' Early suspended for Twitter comments about
coach**

social media college & athletes

Twitter ban in effect for FSU after loss to Wake

Posted by Ben Kercheval on October 10, 2011, 4:30 PM EDT

(Writer's note: I recognize ahead of time the humor in referencing tweets in a post about banning Twitter)

Florida State coach **Jimbo Fisher** is trying to regroup his team after their third straight loss of the season Saturday to Wake Forest. The Seminoles are now 2-3 overall and have yet to win an ACC game. Hopes of getting back to a BCS national championship are out the window, but the 'Noles can still salvage a conference championship.



That's going to require total re-focus by everyone from Fisher on down, and the head coach is going to try and eliminate at least one possible distraction as he tries to get his team back on track. *Warchant.com*, FSU's *Rivals*-affiliated site, reports that [FSU players have been banned from using Twitter indefinitely](#). Fisher and quarterback **EJ Manuel** have since [confirmed the move](#).

Fisher had been [concerned about the use of social media](#) with his players for some months now; various reports claim that players were tweeting in the locker room before the game Saturday, and that some were dealing with "hate tweets" from fans after the loss.

For the players, though, that's part of the territory. Because of their status, what they say and do on social media is going to be monitored and scrutinized.

WHY?

Fear &
Lack of education

**if you address
the lack of education,
you eliminate the fear.**



on campus

if **educated** properly,
your student-athletes & coaches
can be your **most effective** PR.

and it's **free**.

but how?

Encourage them.

Discuss the **risks**.

Short & long-term **benefits**.

An **ongoing** discussion.

Outside experts.

ORM

Online Reputation Management

GOOD

- Positive Influencer
- Focused
- Well-educated

BAD

- Negative Comments
- Foul Language
- Inappropriate Photos

INVISIBLE

- No Presence
- Easily looked over when compared to “good”

CHANGE

People change by being **educated** and **empowered**.

They change when shown how something can be **advantageous** to them.



impact

Positive image online and in the community

Generates fan interest & connection

Set up for future success

ORM

Online Reputation Management

This sports related social activity is bringing more emotion and dedication out of fans.

40%

OF FANS REPORT THAT THEY'VE BECOME BIGGER FANS OF THEIR SPORT SINCE STARTING TO USE SOCIAL MEDIA TO FOLLOW THEIR FAVORITE TEAM



When used well, Social Media allows for **impact** far beyond the classroom and the field.





Compare Fieldhouse Media

see how we stack up against the competition



	Fieldhouse Media	MVP Sports Media Training	Varsity Monitor	Speaking Specialists
Has a business Twitter account	●	●	●	
Number of Twitter followers	920	150	270	
Number of tweets	2600	700	500	
Has a personal Twitter account	●			
Number of Twitter followers	1600			
Has a business Facebook page	●		●	●
Number of Facebook fans	100		17	130

social media
monitoring

MONITOR

Force 'friending' & following them on Twitter

3rd party monitoring firms

What about privacy?

Don't operate based on fear

State & Federal legislation (SNOPA)



MONITOR

Monitoring is **necessary**.

In order for it to be **effective**, it has to serve as a complement to **education**.





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	Fieldhouse Media	UDiligence	Varsity Monitor
DOES NOT require student-athletes to 'Friend' them on Facebook	●		
DOES NOT require student-athletes to install a 3rd party app on their Facebook account	●		
DOES NOT require student-athletes to grant access to personal information including: phone number, email, friends, custom friends lists, calendar, family relationships	●		
DOES NOT require student-athletes to grant access to all personal photos and videos	●		
If student-athlete denies Facebook request, WILL NOT use Friends of student-athletes to collect information on student-athlete	●	●	
WILL NOT share student-athletes personal information with 3rd parties	●		
Has a business Twitter account	●		●
Has a business Facebook page	●		●
Owner has a personal Twitter account	●		
Social Media education included as part of monitoring package	●		

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