

Social Media Policy for Siena College Athletic Coaches

Siena College Athletics understands the ever growing need for its coaches and programs to be active in social media. Social media can be used as a platform for coaches to promote Siena College and their respective programs in a positive manner. Social Media websites such as Facebook and Twitter can be used by all our coaches as a recruiting tool to brand their respective programs, and an interface to market and network with alumni. Siena College coaches are encouraged to use these websites in accordance with the policy outlined below, and NCAA Compliance bylaws.

Any individual wishing to create a social media page that represents Siena athletics in any way must first contact the athletic communications office. The athletic communications office will assist in the development and maintenance of any social media sites representing Siena athletics. Additionally, a member of the athletic communications office must be listed as a primary administrator on any social media site that represents Siena athletics. The office of athletic communications will ensure that proper Siena College athletics logos and language is used on any social media page representing Siena athletics.

The use of derogatory or demeaning language or images on a personal or athletics social media site that would affect the image of Siena College is strictly prohibited. Any use of language or images that could cause negativity towards Siena College and its athletics programs, and/or is counter to the guidelines outlined below, will be taken to administration for action. Common sense is the best guide if you decide to post information in any way relating to Siena College Athletics. If you are unsure about any particular posting, please contact the assistant athletic director for communications. Guidelines for personal posting as it relates to Siena College Athletics are as follows:

- Personal internet posting should not disclose any information that is confidential or proprietary to Siena College Athletics or to any third party that has disclosed information to Siena College Athletics. Given the very public nature of the department and an employee's role, this confidential information includes but is not limited to: coaching changes or any personal decisions, injury status of student athletes and/or any information which is protected or could violate FERPA laws.
- If you make or respond to comments on any aspect of Siena College Athletics' business, or any policy issue in which Siena College Athletics is involved and in which you have responsibility, you must clearly identify yourself as a Siena College Athletics employee in your posting or blog site(s), and include the following disclaimer: "the views expressed on this post are mine and do not necessarily reflect the views of Siena College Athletics." In addition, Siena College Athletics employees should not circulate postings they know are written by other Siena College Athletics employees without permission and without informing the recipient that the author of the posting is a Siena College Athletics employee.
- Employees who post information about Siena College Athletics online have a special responsibility. By virtue of their position, statements they make about Siena College Athletics may be misperceived as expressions of Siena College Athletics' policies or

opinions even with a disclaimer. As such, managers should be thoughtful and consider whether their personal thoughts may be misconstrued as statements of Siena College Athletics position.

- It is paramount that a coach's religious, social and political views are kept off a Siena College team and social media pages that represent Siena athletics.

NCAA Compliance

Current NCAA Bylaws prohibit a coach's interactions with prospective student athletes on their personal social media sites. Important recruiting restrictions that coaches should be aware of are as follows:

- Comments about possible recruits are not allowed on institution's social media page, or page belonging to someone affiliated with the institution.
- These pages cannot feature photos of prospects.
- Messages cannot be sent to recruits using these social media technologies **other than through their e-mail function.**
- If a recruit has elected to receive direct messages as text messages on a mobile device, the coach must cease communicating with the recruit through the social networking site.
- All electronic correspondence including, but not limited to, text messaging, instant messenger, chat rooms or message boards (user's wall) within a social networking site or through other services or applications remain impermissible.
- Tweeting is permissible as long as coaches are not using it to contact individual prospective student-athletes and are abiding by the standard rules such as not discussing specific recruits or contacting them when it is not permissible.

Hash Tags for Siena College Athletics

The official hash tag of the Siena College athletic department is: #SienaSaints. All coaches and employees are encouraged to use the hash tag to help generate conversation about Siena athletics. Below are the official sport specific MAAC hash tags.

Men's and Women's Basketball - #maachoops
Men's and Women's Cross Country - #maacxc
Men's and Women's Soccer - #maacsoccer
Volleyball - #maacvb
Men's and Women's Swimming & Diving - #maacswim
Men's and Women's Tennis - #maactennis
Water Polo - #maacwwp
Men's and Women's Lacrosse - #maaclax
Men's and Women's Golf - #maacgolf

Softball - #maacsoftball
Baseball - #maacbaseball