

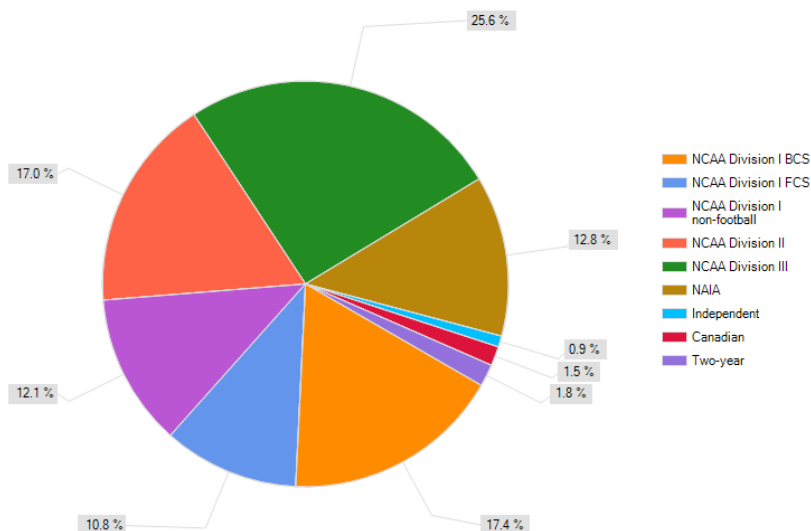
2013 CoSIDA Membership Survey: Social Media Training for Student-Athletes & Coaches

In September 2012, CoSIDA and CKSyme.org surveyed the CoSIDA membership with the goal in mind of gathering information on how member schools were currently training student-athletes and coaches to use social media. Over 450 members responded to the survey and the results follow. Several important data points emerged from the survey including:

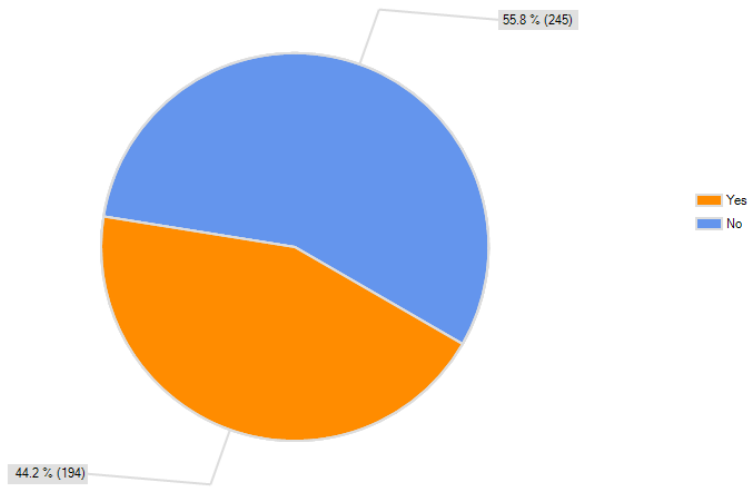
- Over half the responding schools (56%) do not offer social media training for student-athletes.
- A little less than six percent of the responding schools have teams that are not allowed to use social media.
- The majority of responding schools have some kind of social media monitoring in place for student-athletes.
- Only 33 percent have a social media policy for student-athletes
- The vast majority of schools do not offer social media training for coaches (77%)
- Over 90 percent of respondents do not use student-athletes' Twitter handles in releases
- Over 50 percent have had to remove a social media post from a coach or student-athlete in the last 12 months—11 percent had done it ten or more times.

Many thanks to all the members who responded to the survey and also to those who shared their current social media policies. [Click on this link to see the submitted social media policies.](#) This survey data was also shared in the March 2013 issue of *CASE Currents* magazine. Below are the answers to the survey questions.

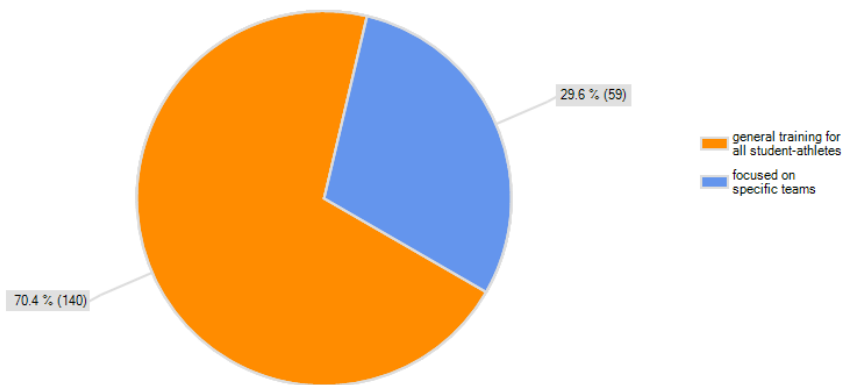
Please indicate the size of your institution



Does your institution/department provide training for student-athletes in the use of social media?



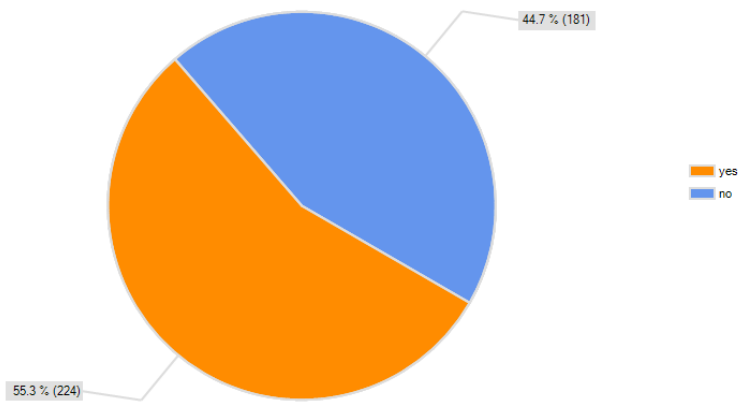
If yes to above, is the training general for all student-athletes, or focused on specific teams?



Who facilitates the training?

138	SID
28	Multiple
16	Outside
11	n/a
9	Compliance
5	Other
3	Student-Athlete Services
2	Coaches

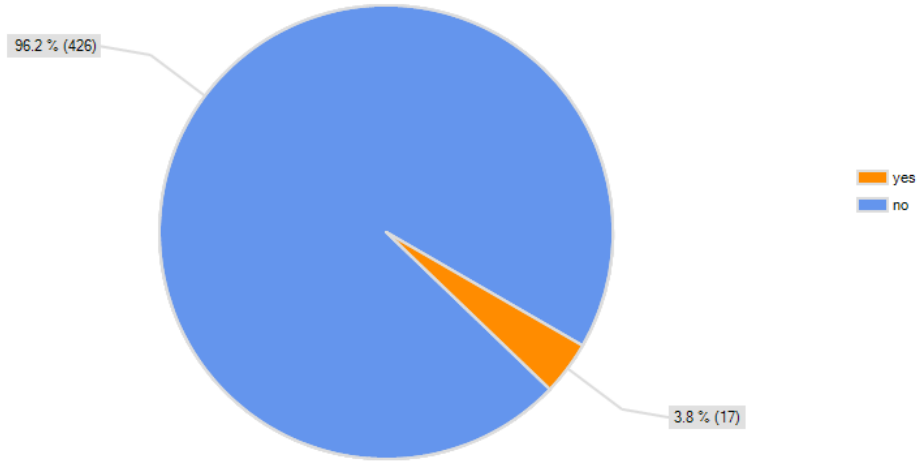
Does your department monitor student-athletes on social media?



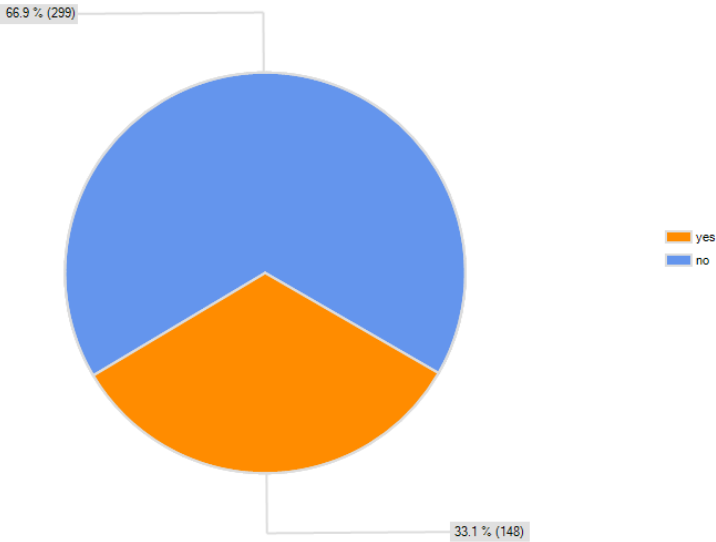
Who is doing the monitoring?

SID	165
Coaches	98
Compliance	46
Other	15
Admin	13
AD	11
Outside	4
n/a	3

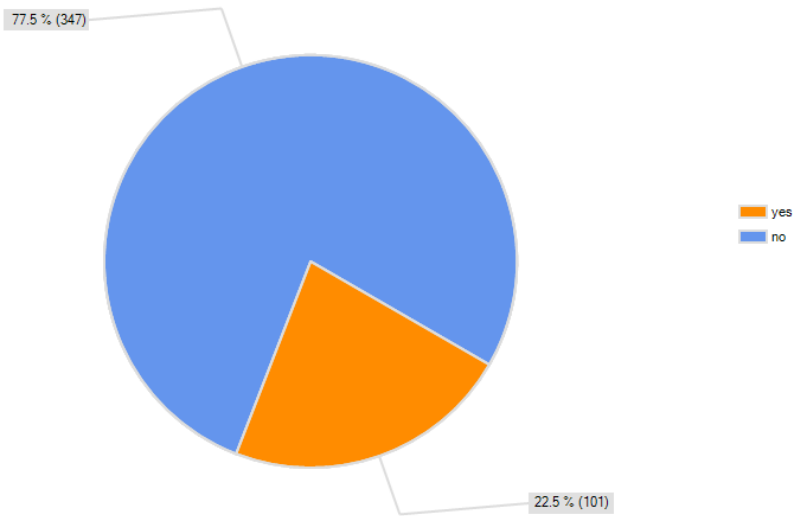
Does your department use social media monitoring software to follow student-athletes in social media?



Does your department have a social media policy for student-athletes?



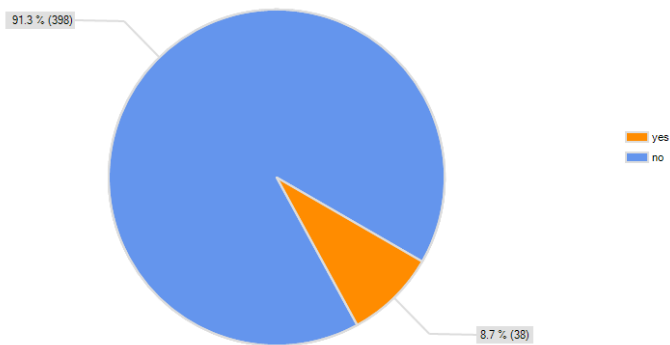
Does your department provide social media training for coaching staffs or internal athletics staff?



How many times in the last 12 months has someone in the athletic department asked a coach or student-athlete to remove a post from social media?

Unknown	0	1-5	6-10	10-15	15+
104	86	118	31	18	15

Do you use individual student-athlete Twitter user names in news, rosters and press releases?



[Click Here to see the list of member schools' social media policies submitted with the survey](#)

