

SOCIAL MEDIA AND INTERNET: ATHLETIC IMPACT

#adprobs



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“Those were the days...”

ANONYMOUS



Popular types of social media:





TEXTING



Social Media and Communication



FOLLOW US
on facebook

[Lake Local Schools](#)

[Friends of Central Catholic](#)



FOLLOW US
on twitter

[Lake Local Schools](#)

[Lake Local Athletics](#)

[OHSAA](#)

[Everest Soccer](#)

Texting

- practice times
- game/contest times
- bus times
- general reminders
- changes in schedules (weather, cancellations, venue, etc.)
- positive messages (encouragement, recognition, etc.)

**** Be sure the right messages get to the right people!**

IS THERE A POLICY/POLICIES?

IS THERE A PRECEDENT?

DO YOU WANT TO ESTABLISH A
PRECEDENT?

Tinker

vs.

Des Moines Independent Community School
District

The action “must materially and substantially” cause a
disruption to the school environment.

ANY OTHER POSSIBLE POLICIES SHOULD BE COMMUNICATED IN:

STUDENT HANDBOOK

ATHLETIC HANDBOOK

COACHES HANDBOOK

TEAM/PROGRAM HANDBOOK

PRESEASON MEETINGS WITH PARENTS

TEAM MEETINGS

** IT IS RECOMMENDED THAT STUDENT, ATHLETIC, AND COACHES HANDBOOKS BE
BOARD APPROVED.

** IT IS RECOMMENDED THAT BOTH PARENTS AND STUDENT/ATHLETES **SIGN** TO
INDICATE THAT THEY HAVE **RECEIVED AND UNDERSTAND** THESE POLICIES

POLICIES FOR STUDENT/ ATHLETES

“Participation in co-curricular and extra-curricular activities is to be considered a

PRIVILEGE

and not a

RIGHT.”

“Student/athletes are expected to adhere to the expectations and policies for all students as outlined in the Student Handbook.”

“Violations by a student of any one or more of the following rules on school grounds or at school activities and events off school grounds may result in disciplinary action, such as detention, alternative school, suspension, emergency removal from class or school, referral to law enforcement agencies/courts, and/or expulsion.”

“These same consequences may also be applied if any violation of these rules is directed at a district official, teacher, employee, or their property, regardless of where it occurs.”

“Students are not permitted to use any type of laptop, netbook, or recording device without permission or when it is not part of the educational process. The use of cameras or other recording devices in locker rooms or rest rooms is strictly prohibited.”

“The rules and consequences outlined in this handbook are not meant to be all inclusive.”

League (or District) Guidelines for Fan Behavior
(Cheers or behavior that might have a Social Media origin -
i.e. “We like the D.”

Hazing/Bullying Policy

ATOD Policy

Acceptable Use Policy

Social Media Guidelines for Student-Athletes

(Student agrees to abide by a more stringent set of rules)

SOCIAL MEDIA GUIDELINES FOR STUDENT-ATHLETES

(and COACHES??)

Playing and competing for Ocean Lakes High School is a privilege. Student-athletes are held in the highest regard and are seen as role models in the community. As leaders you have the responsibility to portray your team, your coaches, our school, and yourselves in a positive manner at all times. Facebook, Twitter and other social media sites have increased in popularity globally, and are used by the majority of student-athletes in one form or another.

Student-athletes should be aware that third parties--including the media, faculty, future employers and college officials--could easily access your profiles and view all personal information. This includes all pictures, videos, comments and posters. Inappropriate material found by third parties affects the perception of the student-athlete and our school. This can also be detrimental to a student-athlete's future options (i.e. college, profession). Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions or presentations of the following:

Social Media Guidelines for Student Athletes (cont'd):

- Photos, videos, comments or posters showing the personal use of alcohol, drugs and tobacco.
- 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 posters 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 any other individual or entity (examples: derogatory comments regarding another school; taunting comments aimed at a student-athlete, coach or team at another school and derogatory comments against race and/or gender). No posts should depict or encourage unacceptable, violent or illegal activities (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, and illegal drug use).

Social Media Guidelines for Student/Athletes (cont'd):

If you are ever in doubt of the appropriateness of your online public material, consider whether it upholds and positively reflects your own values and ethics as well as those of Ocean Lakes High School. Remember, always present a positive image and do not do anything to embarrass yourself, the team, your family or Ocean Lakes.

By signing below you affirm that you understand the Ocean Lakes High School Social Media Guidelines for Student-Athletes and the requirements that you must adhere to as an OLHS student-athlete. Also, you affirm that 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 school and/or school division.

Printed Name _____

Signature _____

Date _____

IF YOU ARE NOT ABLE to find a policy to address an issue

OR

You do not have a PRECEDENT

OR

**You are not able to ABSOLUTELY PROVE that there is a violation
(he said/she said OR one person's word against another's)**

OR

You are not able to get an admission of guilt

Here's another option...

LAKE HIGH SCHOOL
- PARTICIPATION CONTRACT -

I, _____, a senior at Lake High School for the 2013-14 school year, hereby agree to the following conditions and consequences in order to participate as a member of the Varsity football team at Lake High School:

You are to abide by all of the rules and policies as outlined by Mr. Dan DeGeorge, Head Football Coach, all board approved policies that have been established by the Lake High School Athletic Department, and all school policies, with special emphasis on the following issues:

- You are to complete the requirements of a complete drug screening (hair follicle test) within forty-eight (48) hours of this meeting at an agency of the school district's choosing, and provide the written results of the screening to school personnel as soon as possible after it becomes available. ** A failed drug test without prior admission will result with immediate termination from the football program.

- Maintain a positive presence in the locker room. As a senior, your leadership is vital for the overall success of the team – degrading and/or negative comments about teammates, opponents, school officials, and/or coaches will not be tolerated. This includes, but is not limited to, any comments, pictures, videos, etc., made through social media

- Attendance and punctuality for all practices, games, and team functions – particularly those practices/functions that are held the day after a game or weekend. All absences or tardies need to be documented with a doctor's excuse or an acceptable proof of a college visit.
- Meet the expectations and requirements of the coaching staff with regard to appearance. Hair should be kept to an acceptable length (coach's discretion) and you are to be clean shaven for all games.
- Acceptance of your role on the team – the coaches are the ultimate authority with regard to playing time, position, etc.
- After three years in the program, the coaches can easily recognize whether or not you are giving your best effort. Your best attitude and effort is expected for each and every practice, game, and workout.
- Disrespect, disruptions, and inappropriate comments made to school personnel, including monitors, will not be tolerated. You are expected to be a model citizen and exemplary representative of Lake High School.

- Any behaviors – on or off the field – that are detrimental to the program or that are a poor reflection on the football program, school, your family, or our community.

If, at any time, either party decides to terminate your season, the decision will be final. No “second chances” or appeals.

Signature of Student _____ Date _____

Signature of Parent _____ Date _____

Signature of Head Coach _____ Date _____

Signature of Principal (s) _____ Date _____

**POLICIES AND GUIDELINES FOR
COACHES AND ALL
ATHLETIC DEPARTMENT
PERSONNEL**

BEFORE you text, tweet, e-mail, or send any other information over social media:

- Are you sure you want it in writing? Saying it is one thing, putting it in writing is a bit more permanent.
- Are you sure your information is going to all of the appropriate people? (Staff, team, parents, support people)
- Are you sure that all of the appropriate people are RECEIVING the information?
- If your message ended up on Facebook, Twitter, Instagram, or the local newspaper - would you need to EXPLAIN or JUSTIFY it?
- Is there anything in your communication that you would NOT want the general public to know? (practice times, bus information, team social events)

The trend now is to jump immediately to...

- a text
- an e-mail
- or a tweet

But we forget that the quickest and, quite often,
clearest form of communication is still the

CONVERSATION.

** We need to teach our ATHLETES and our COACHES how to have
a

CONVERSATION!

Formal Policies/Guidelines

Licensure Code of Professional Conduct for Ohio Educators

- Adopted March 11, 2008, State Board of Education
- 8 main principles

#1 - Educators behave in a professional manner, realizing that one's actions reflect directly on the status and substance of the profession.

g) Conduct unbecoming to the profession includes using technology to intentionally host or post improper or inappropriate material that could reasonably be accessed by the school community.

Licensure Code of Professional Conduct for Ohio Educators (cont'd)

#2 - Educators maintain a professional relationship with all students at all times, both in and out of the classroom.

i) Conduct unbecoming to the profession includes using technology to promote inappropriate communications with students

#5 - Educators shall comply with state and federal laws related to maintaining confidential information.

b) Conduct unbecoming to the profession includes using confidential student, family, or school-related information in a non-professional way (e.g., gossip, malicious talk, etc.)

(** HIPAA laws?)

Social Media Guidelines for Employees (District and/or Athletic Department Policy)

** Include many/all of the same points included in policy for Student-Athletes

Texting - limited use for information only; NO PICTURES should be sent to or received from student-athletes

E-mail - public record; do not provide your personal e-mail account

Do not deal with a disgruntled parent/athlete/booster in writing. Set up a time for either a phone conversation or face to face meeting.

Avoid use of the district logo, school mascot, or any other such graphic representations on personal blogs or social media

You do not have control of what others may post on social networking sites;
be
aware that your conduct in your private life may affect your professional life

Be vigilant about what others post about you on your page - or theirs!

Could be viewed as inappropriate for District employees to communicate with
current students/players on any public social networking site

Watch your spelling, watch your grammar, watch your language

Personal information should remain personal (remind your family members!)

*** Be careful what you ---

- Text

- Post

- Tweet

- “Like”

- “Favorite”

- “Retweet”

*** Keep an eye on your “followers”, and watch who you “follow”

Other important points - for you and your Coaches:

Try not to go looking for issues on Social Media - they will usually find their way to you

Forums = Anonymous Letters

- give them their appropriate value
- if you believe the positive remarks, you need to give the same value to the cheap

shots

Parents and Social Media --- Consider the source

Don't address it unless you SEE IT!

- "I received this text, but I deleted it."
- "Do you have the text/printed copy with you?"
- "Can you show me where the information is?"

- Consider the source or lack of source (anonymous)
- Consider the TIMING of when the source came to your attention.
- Facebook, Twitter, Instagram - get a hard copy as soon as you see it!

Don't feel as though you need to address EVERYTHING
you see...

- LHS Probs, "Tool of the Week", "Secrets", etc.
- Your students, or students from another school...
enjoy taking up time.

IF IT DOES LAND ON YOUR DESK...

IS THERE A POLICY/POLICIES?

IS THERE A PRECEDENT?

DO YOU WANT TO ESTABLISH A
PRECEDENT?

“Do not feel the need to take responsibility or control over everything.

That’s my job.”

- God

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