

EASTERN ILLINOIS SOCIAL MEDIA GUIDELINES

WHAT IS SOCIAL MEDIA?

- Social media are media for social interaction, using highly accessible and scalable communication techniques.
- Examples include: Facebook, LinkedIn, Pinterest, Instagram, Reddit, Tumblr, Google Plus, Twitter, Podcasts, Text Messaging, Email Blasts, MySpace, Flickr, YouTube, Blogs,

WHY DO WE ENGAGE IN SOCIAL MEDIA?

The Athletics department is using social media to engage and connect with our fans, alumni, recruits, parents, the Eastern Illinois community, and the wider East Central Illinois Region. Social media provide powerful communication opportunities. Relationships grow with personal, regular, and honest communication, therefore, social media provide us with powerful tools to build relationships.

OFFICIAL EASTERN ILLINOIS PAGES

Facebook – EIUPanthers

Twitter - @EIU_Panthers

Instagram - eiupanternation

FOR STUDENT-ATHLETES

Playing and competing for Eastern Illinois University is a privilege. Student-athletes at EIU 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 University and yourselves in a positive manner at all times. Sometimes this means doing things that are an inconvenience to you, but benefit the whole team.

Facebook, Twitter, Instagram and other social media sites have increased in popularity globally, and are used by the majority of student-athletes here at EIU in one form or another.

Student-athletes should be aware that third parties - - including the media, faculty, future employers and NCAA 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, the athletic department and the University. This can also be detrimental to a student-athlete's future employment options, whether in professional sports or in other industries.

Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions or presentations of the following:

- Photos, videos, comments or posters showing the personal use of alcohol, drugs and tobacco e.g., no holding cups, cans, shot glasses etc.
- 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 institution; taunting comments aimed at a student-athlete, coach or team at another institution 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, illegal drug use).
- Content online that would constitute a violation of Eastern Illinois University, Ohio Valley Conference, The Summit League or NCAA rules (examples: commenting publicly about a prospective student-athlete, providing information related to sports wagering activities; soliciting impermissible extra benefits).
- Information that is sensitive or personal in nature or is proprietary to the EIU Athletic Department or the university, which is not public information (examples: tentative or future team schedules, student-athlete injuries and eligibility status, travel plans/itineraries or information).

For your own safety, please keep the following recommendations in mind as you participate in social media websites:

- Set your security settings so that only your friends can view your profile.
- You should not post your email, home address, local address, telephone number(s), or other personal information as it could lead to unwanted attention, stalking, identity theft, etc.
- Be aware of who you add as a friend to your site – many people are looking to take advantage of student-athletes or to seek connection with student-athletes.
- Consider how the above behaviors can be reflected in all Social Media applications.

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 the athletics department and the University's. Remember always present a positive image and don't do anything to embarrass yourself, the team, your family or the University.

ATHLETIC DEPARTMENT POLICIES

- **A full time staff member must be the owner of the account**

- Other staff/students can be made administrators on an account and may post content but the account must ultimately be “owned” by a full time staff member.

- **Put “Eastern Illinois” or “EIU” in the front of your account’s name**

- Any “official” social media account affiliated with Eastern Illinois Athletics must use the prefix “Eastern Illinois” or “EIU” in its name. For example: “EIUPantherFB” or “Eastern Illinois Volleyball”

- **Notify us of new official accounts**

- If you want to start a new “official Eastern Illinois” social media account, please alert Rich Moser.

- **Official Team Account Accessibility**

- A head coach or full-time staff member should be responsible for maintaining the official account for your sport. We understand that due to some staffing limitations, during the season access may be given to student-athletes. If that is the case, then passwords must be changed at the end of each season or sooner (if deemed necessary). All login and passwords for accounts for Twitter and Instagram should be shared with the EIU Athletic Media Relations Office while Facebook Access should be provided as well (please contact Rich Moser should you have questions).

- **Deletion of former coaching staff official accounts**

- Due to some turnover on staffs, some sports may have multiple official accounts on social media channels. If that is the case, please work with the EIU Athletic Media Relations Office to see if we can have those removed to avoid confusion when using those platforms.

- **Logo for Official Accounts**

- Use of an avatar for all Official Eastern Illinois Athletic accounts should include the appropriate EIU logo. Should you need this logo or need help creating a social media avatar, please contact EIU Athletics graphic designer Sandy King.

- **Do not post anything that is confidential, sensitive, or private**

- **Follow all applicable laws, NCAA rules and University and Athletic Department policies and guidelines**

- **Do not comment on athlete injuries, rosters, playbooks, officiating, or any other team information that should be kept confidential**

- **Follow all Social Media site rules.**

- **Respect copyright and fair use especially when it comes to use of copyrighted music on social media.**

CRISIS COMMUNICATIONS AND EMERGENCIES

- If there is an emergency or crisis involving the athletic department, social media outlets are one of the most efficient ways to distribute accurate information quickly. In the event of a crisis, social media sites that belong to

Eastern Illinois Athletics will be managed by the Athletic Media Relations specifically. You may be given information to disseminate and should NOT post any other information to avoid confusion on issues of critical importance to the university and the EIU Athletics department. Please consult your Media Relations contact if you have any questions.

- Personnel matters will be officially released FIRST via the Eastern Illinois Athletics website, www.eiupanthers.com and then disseminated via social media outlets. If in doubt, always refer to the official press release or consult your Media Relations contact.

BEST PRACTICES

- **Think twice before posting**

- If you wouldn't want your boss, parents, or future employer to see your post, don't post it.

- **Be accurate**

- If you make a mistake, own up and correct it quickly.

- **Be respectful**

- Be positive. Treat others the way you would like to be treated. It's the Golden Rule!

- **Be honest**

- Be transparent. Always tell the truth.
- Remember many different audiences will see your posts including fans, alumni, kids, student athletes, parents, staff, faculty, and maybe even President Glassman himself!

- **Be professional and polite**

- **Share the love!**

- Link back to other University and Athletics postings

- **Be authentic. Be real.**

- Don't sound like you're selling something. The expected tone within social media sites is conversational and personal.

- **Moderate your content**

- Respond promptly to comments where a response is expected.

- **Remember that the internet is permanent**

- Even if you delete something, it's still out there somewhere. Anyone can take a screenshot and Google has a long memory!

- **Don't post our logo**

- It needs to be protected and it can be easily copied from a social media site.

- **Don't spam. Ever.**

- Repeated posts about something you're selling will result in turning people off and you will lose your audience.

- **Don't post anything that you wouldn't say openly in a workplace such as comments about drug use, profanity, off-color or sexual humor, ethnic slurs, or personal insults.**

- **Don't forget your day job!**

- Social media outlets can be very effective when used strategically but they can also be huge time-burners. Have a plan for your social media activity. Whenever you post something, make sure it adds value so that there is a return on your investment of time.

- **Be in the right state of mind when you make a post**

- Don't post when you're angry, upset, or your judgment is impaired in any way. Remember, the internet is permanent!

NOTE REGARDING PERSONAL SOCIAL MEDIA ACCOUNTS

- We believe deeply in free speech, but if you post anything regarding work from your personal social media account, be transparent and state that you are an employee of Eastern Illinois University and be clear about your role.

- If you post an opinion about anything Eastern Illinois on your own accounts, please make it clear that your post represents your OWN view and does not represent the University.

- Understand and use the privacy settings! Snapchat, Instagram, Facebook and Twitter

- Remember that it is your responsibility to follow NCAA rules when posting content on an Eastern Illinois site or your personal web site or social media account. You should assume anything you post on your personal account could be read by staff, opposing teams, recruits, alumni, future employees or coaches. Be smart because you are always "on the clock" when it comes to the rules and representing Eastern Illinois. General athletics content may be posted to your site but don't forget that many areas have restrictions: video content, recruiting information, endorsements and more. Ask if you are not sure!