

Champaign Unit #4 Athletic Participation Social Media Position Statement:

Social media has become engrained in today's society. The wide variety of social networking tools presently available provides students easy access to share important news and events with each other. Social media technologies such as Twitter, Facebook, Internet forums, weblogs, social blogs, micro blogging, Wikis, podcasts, photographs, video rating, social bookmarking and others have many benefits in our world; however, they can also be disruptive when inappropriate manner can have negative consequences, especially if unkind words or threats are used with intent to hurt others.

The Champaign Unit #4 Athletic Departments recognize and support its student-athletes' and coaches' rights to freedom of speech, expression and association, including the use of social networks. In this context, each student-athlete and coach must remember that participating and competing for Champaign Unit #4 is a privilege, not a right. The student-athlete and coach represent his or her school and Unit #4 School District and, therefore, are expected to portray themselves, their team and their high school in a positive manner at all times. Any online postings must be consistent with federal and state laws, as well as team, school and District rules and regulations (including those listed below).

Specifically prohibited behaviors include but are not limited to:

- Sexually explicit, profane, lewd, indecent, illegal or defamatory language/actions.
- Derogatory language regarding school personnel or other students.
- Comments designed to harass or bully students and/or school personnel.
- Nude, sexually-oriented or indecent photos, images or altered pictures.

Social Media Guidelines for Student-Athletes

1. Be careful with how much and what kind of identifying information you post on social networking sites. It is unwise to make available information such as full date of birth, social security number, address, phone number, cell phone numbers, class schedules, bank account information, or details about your daily routine. All of these can facilitate identity theft or stalking. Remember, once posted the information becomes the property of the Web site.
2. Be aware that potential current and future employers and college admissions offices often access information you place on online social networking sites. Realize that any information you post will provide an image of you to prospective employers and/or schools. The posting is considered public information. Protect yourself by maintaining a self-image that you can be proud of years from now.
3. Be careful in responding to unsolicited emails asking for passwords or PIN numbers. Reputable businesses do not ask for this information online.
4. Do not have a false sense of security about your rights to freedom of speech. Understand that freedom of speech is not unlimited. Social networking sites are NOT a place where you can say and do whatever you want without repercussions.
5. Remember that photos once put on the social network site's server become the property of the site. You may delete the photo from your profile, but it still stays in their server. Internet search engines like Google or Yahoo may still find that image long after you have deleted it from your profile. Think long and hard about what type of photo you want to represent you.

Student-Athlete Social Media Agreement

1. Social media can be a useful tool to communicate with teammates, fans, friends, coaches and more. Social media can also be dangerous if you are not careful. Every picture, link, quote, tweet, status, or post that you or your friends put online is forever part of your digital footprint. You never know when that will come back to hurt or help your reputation during the recruiting process, a new job, or other important areas of your life.
2. _____ Recognizing the above:
3. _____ I take responsibility for my online profile, including my posts and any photos, videos or other recordings posted by others in which I appear.
4. _____ I will not degrade my opponents before, during, or after games.
5. _____ I will post only positive things about my teammates, coaches, opponents and officials.
6. _____ I will use social media to purposefully promote abilities, team, community, and social values.
7. _____ I will consider “Is this the me I want you to see?” before I post anything online.
8. _____ I will ignore any negative comments about me and will not retaliate.
9. _____ If I see a teammate post something potentially negative online, I will have a conversation with that teammate. If I do not feel comfortable doing so, I will talk to the team captain, or a coach.
10. _____
11. _____ I will post outside of the classroom, practice time and competition time, using
12. _____ only my personal device.
13. _____ I am aware that I represent my sport(s), school, team, family and community at all times, and will do so in a positive manner.

Student-Athlete Signature

Date