



Continuing Ed Session: April 23, 2015

# Social Media Monitoring Basics

- **Social Media Monitoring**
  - Should we be monitoring our student-athletes' social media accounts?
  - Who has the time to monitor our student-athletes' social media accounts?
- **Education**
  - Without a solid social media education basis, monitoring is useless. They must work together.
  - Student-athlete social media accounts are an extension of our own social media efforts. Like it or not they can't be separated.
- **Building Trust**
  - Explain a clear goal in monitoring their accounts. We are not trying to catch them being bad.
  - Our goals are to find great content from their accounts that we can use on our team and department accounts, and to help protect them from common mistakes college students make on social media.
- **Monitoring**
  - We follow all student-athletes. Some may block us, and that's OK. It's their right.
  - We create Twitter lists and use tools like Hootsuite and Tweetdeck so we can create multiple columns for each team.
  - We focus on "Santa Claus" monitoring. Santa doesn't catch all the kids being naughty, but he catches enough to keep everyone in line.
  - The focus is education, not punishment. We won't even involve the student-athlete's head coach until a third violation or some kind of egregious violation that can't be ignored.
  - We are the teacher on the playground. We need to be visible in the on-line environment so that our student-athletes remember that someone is always watching.
  - I interact with our student-athletes on a friendly level too, when it has nothing to do with our teams or athletics. It helps to continually build trust between us. They know I'm on their side.

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