OFFICE OF ATHLETIC COMMUNICATIONS

The Office of Athletic Communications (OAC) is responsible for the publicity for the University’s 37 varsity sports teams, primarily on the Athletics website (goprincetontigers.com), on social media, through live and on-demand video production and through local and national television contracts.

Each team has a sport contact in the OAC, and that individual is responsible for maintaining that team’s information online and on social media. Included in this are pregame stories, postgame recaps, schedules, statistics, rosters, archival information, written features, record books and recruiting information, as well as video highlights, interviews and feature stories. It is beneficial for student-athletes to meet their OAC contact and to establish a relationship with that person. It is also a help to keep the team contact updated on potential ideas for stories and videos for any academic and service achievements.

The department’s video-streaming efforts also originate within the OAC. Princeton is one of the nation’s leaders in live and on-demand streaming, with nearly 200 events broadcast each year through the Ivy League Network on ESPN+, as well as hundreds of other videos that can be seen on the department’s YouTube channel. OAC staff members are open to hearing ideas for promoting your team through videos.

Princeton’s OAC maintains a presence on Twitter (including in-game updates for athletics contests), Facebook, Instagram and other sites. The OAC’s charge is to stay current on technologies and avenues.

All media requests including interviews should be made through your sports contact. The sport contact will reach out to you to set up the best day and time, working around your class schedules, testing, practices and competition to talk to the media representative. If you do receive a direct request, please forward to your sports contact or tell them the media they must follow proper channels and contact Athletic Communications first.

Personal Social Media Posting Policy

Princeton Athletics sets a high standard for commitment, achievement and character. The Princeton students who choose to join these athletics programs choose to make sacrifices and accept the responsibility of representing Princeton University.

A Princeton student-athlete represents Princeton University at all times, on and off the playing surface, in and out of season. Appropriate public conduct and representation is expected at all times.
With the explosion of social media availability, there is a greater chance now for a student-athlete to express him/herself in a manner that can be creative, thought-provoking, humorous and/or serious. At the same time, there is also the greatly increased chance to accidentally or inadvertently get into situations that can carry with them serious - and long-term - consequences.

It is the policy of the Department of Athletics not to censor any student-athlete, coach or administrator who posts on social media. It is important however, to keep in mind a few guidelines for appropriate social media behavior.

First, student-athletes are asked to consider that every posting is public. Even posts to private Twitter accounts, for instance, can become public if they are retweeted. The general rule of thumb is to consider that all postings will be read by coaches, teammates, opponents, officials, parents, friends, directors of admission for graduate school, prospective employers, etc.

Additionally, anonymous message boards and forums where posters use names that keep them anonymous are potential hazards for athletics teams. Student-athletes should keep in mind that discussing sensitive team information - such as but not limited to injuries, disciplinary situations, personnel changes and recruiting - around individuals one does not know can be dangerous in that those individuals could be posting to message boards.

The Athletics Discipline Policy may be invoked in cases where sound judgment is not used and material is posted that does not appropriately represent Princeton Athletics and the University.