Division III Bylaw 13
Publicity and Electronic Communications

We will begin at promptly 1:30 p.m. (EST). Please MUTE your phone and/or the audio on your computer.
• Please mute your phone and/or if using a computer, make sure the sound is on mute.

• If your computer audio isn’t working, please call 1-844-621-3956 and enter access code: 808 009 672.

• The PowerPoint with notes is posted on the Division III homepage, [DIII Webinars Link](https://ncaa.org), on ncaa.org.
Electronic Correspondence/Transmissions

There are no restrictions on the timing or number of telephone calls and private electronic correspondence with a prospective student-athlete.

- Telephone calls or electronic communications may not be made with a prospective student-athlete at the site of organized competition.

NCAA Bylaws 13.02.11 and 13.1.4
Electronic Correspondence/Transmissions (cont.)

Who can call a PSA?
• Student-athlete.
• Staff member.
• Booster.

Who can they call?
• Freshmen to senior PSA.
• Junior college student-athlete.
• Non student-athlete.
• Parents or legal guardians.
• Current student-athlete. (With permission to contact.)

NCAA Bylaws 13.02.11.1; 13.1.3; and 13.1.1.2
Electronic Correspondence/Transmissions (cont.)

Examples of private messages.

• Call, text, facetime, email.
• Private Facebook message.
• Private tweet (that only the PSA can see).
• Private snapchat (that only the PSA can see).

Who can see it?

• Only the sender and the receiver should be able to see the communication.

NCAA Bylaw 13.02.11
Electronic Correspondence/Transmissions (cont.)

Examples of public messages.

- A tweet that tags a PSA - @suzyswimmer.
- A post on a Facebook wall.
- A direct link of a PSA’s name on Facebook.
- Snapchat with a group of people.
- GroupMe with a group of people.
- Email with multiple people (that are not blind carbon copied).

Who can see it?

- More than just the sender receiver.

NCAA Bylaw 13.02.11
Publicity and Timing of Correspondence
Publicity and Social Media Accounts

Generally, publicity and electronic transmission legislation apply to the following social media accounts:

• Institutional athletics accounts;

• Team accounts;

• Athletics department staff member’s personal accounts; and

• SAs’ accounts – when directed by athletics department or staff.

NCAA Bylaw 13.10

Please MUTE your phone and/or computer microphone.
Publicity – Comments Before Acceptance

An institution may comment publicly only to the extent of confirming its recruitment of the prospective student-athlete.

NCAA Bylaw 13.10.2
PSA Timing of Correspondence

Before financial deposit.

After deposit, before May 1.

After deposit, after May 1.

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Before financial deposit.  

Private communication.

NCAA Bylaw 13.02.11
Private Direct Message Example

Is the message private or public?
Is the PSA publicly linked?

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PSA Timing of Correspondence (cont.)

After deposit, before May 1.

Private communication. Announce PSA’s commitment.

NCAA Bylaws 13.02.11 and 13.10.7
PSA Timing of Correspondence (cont.)

Announcement of acceptance.

• Announce PSA’s commitment to attend institution.
• May post a photo of the PSA.
• May post a press release of PSA.
• May provide general data and information about PSA in posting.
• DO NOT publicly link the PSA (e.g., tag).
Social Media Example – From Coach Davis

Suzy Swimmer just committed to attend NCAA University to swim. Wow next year is looking fantastic!

• Is this tweet public or private?
• Is the PSA publicly linked?
PSA Timing of Correspondence (cont.)

After deposit, after May 1.

Public and private communication.

NCAA Bylaw 13.02.11.4
Social Media Example – From Coach Davis

• Is the PSA publicly linked to the tweet?
• Has the PSA paid her deposit?
• Is it after May 1?

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Departments Outside Athletics

Recruiting legislation applies to athletics-based recruiting and does not limit an institution’s admissions office from the recruitment of prospective students generally.

Therefore…

• Admissions office (and other departments outside athletics) may publicize a PSA’s visit to the institution’s campus in the same manner done for prospective students generally.

• Staff members outside athletics may publicly initiate or respond to social media correspondence as long as the staff member…
  o Acts in the same manner for prospective students generally; and
  o Does not act at the direction of or on behalf of athletics.

Bylaws 13.01.1 and 13.10.4.2
Staff Interpretation April 23, 2015 and Official Interpretation December 17, 2015
Social Media Example – From Admissions

- Is admissions acting in the same manner for prospective students generally?
- Did admissions act at the direction of or on behalf of athletics?
Social Media – Involving Family and Friends

An athletics staff member may use a personal social media account to comment or post about his or her prospect-aged child, family member, or friends provided:

• The post or comment is focused on the athletics staff member’s child, family member, friend and no other PSAs;

• Other recruited PSAs by the institution are not publicly linked to the posting or commented about; and

• The athletics staff member is acting on behalf of himself or herself and not the institution.
Questions?

• If you are on your phone, unmute your line and ask a question.

• All questions, via your computer, should be typed using the following instructions.
  o Click on the chat icon – near the top of your screen. It will open a text box at the bottom of your computer screen.
  o Type in message and click on send.

Please MUTE your phone and/or computer microphone.