Student Handbook

Social Media Policy 2020-2021
**Social Networking Policy**

Representing Indiana University Northwest and the athletic department is an honor and a privilege provided to a select group of individuals. Along with that privilege comes a set of expectations and responsibilities as an IU Northwest student-athlete or staff member. You are held to a higher standard and are recognized both locally and nationally because you choose to represent this University and your respective sport.

Through social media, you are now being monitored by more individuals than ever before including IU Northwest fans, fans of opposing teams, and members of the media. Everything you do in these forums should positively represent the RedHawk logo on the front of your jersey. Used responsibly, social media can be a great way to interact with friends, fans, and the public to promote your sport and the University. Used irresponsibly it can be a quick way to destroy your reputation in 140 characters or less!

While we respect your right to free speech, the World Wide Web is a public forum, so information is easily accessible. You are strongly encouraged to limit the amount of personal information that you put online for others to see and to read.

As an athlete, you need to be aware that anything you post on a social networking site or on the internet can and will be viewed by your coaches and the athletic staff. Anything posted to a student-athlete’s profile which is a violation of team rules, the IU Student Code of Conduct, or Indiana state law is subject to disciplinary procedures. Be aware that this applies to anything posted on the internet or social networking sites by other individuals.

Remember that what you post on the internet is never “private”. Understand that many different people can access this information and the information posted to an online profile can be used in a multitude of unintended ways.

The Expectation is to provide the athletic department with all personal social media outlets.

This resource provides some tips and suggestions for using social media responsibly and effectively.

**DO** set your security setting so that only your friends (follows) can see your account.

**DON’T** accept friend or follow requests if you are not sure who they are coming from.

**DO** understand that who you have listed as Followers or Friends is a reflection of you.

**DON’T** put anything on social media that you would not want your family, your future employers, those reading the front page of the paper, or the whole world to see.

**DO** think before you post, tweet, or retweet - - Will this positively reinforce my brand?

**DON’T** post offensive language, personal attacks or racial comments.

**DO** talk to your sports information director about how to use social media to your advantage.
DON’T post when you are emotional, like right after a game. You are more likely to say something you will regret.

DO be familiar with the department’s social media policy and the consequences for violating it.

DON’T post anything about a recruit, even if it’s someone you know, as this will result in a violation.

DO ask questions if you are not sure what you are doing is okay.

DON’T post or tweet anything during class.

DON’T complain about professors, staff members, peers, or teammates.

DON’T share confidential information.

DON’T publicize information about your team, the athletic department or the University that is not considered public knowledge.

Indiana University Northwest and the IU Northwest Athletics Department object to postings on social media sites which are offensive or are violation of state or federal law, institutional policies or NAIA rules. Student-Athletes are considered representatives of the institution and their participation in social media forums is subject to intense scrutiny. The conduct of student-athletes on these sites reflects upon the reputation of the athletics department and the institution as a whole. In light on this, the athletics department has an interest in ensuring the conduct of student-athletes on social media sites is appropriate and permissible.
Any posting on social media site which is offensive, in violation of state or federal law, in violation of institutional policies, or in violation of NAIA is prohibited and may be subject to disciplinary action as outlined below.

1. Student-athletes are provided Social Media Guidelines which outline appropriate uses of social media and those uses which may violate the athletic department’s social media policy.

2. In the event that a student-athlete’s social media account is found to be in violation of the policy either through (a) review of the student-athlete’s social media page by an athletic department staff member or (b) a posting which is otherwise brought to the attention of the athletics department (for example by a media entity or alumni), the athletics department reserves the right to impose discipline which may include any or all of the following:

   a. A conference with the student-athlete, the student-athlete’s coach to discuss the infraction and review the Social Media Guidelines
   b. A conference with the student-athlete, coach, and Athletics Director to discuss the infraction
   c. A written reprimand
   d. A suspension from competition
   e. A suspension from all team activities
   f. Removing the student-athlete from the team

The severity of the discipline will be based on the seriousness of the infraction and whether there have been previous offenses by the student-athlete. By signing below, you acknowledge that you have reviewed the IU Northwest Athletics Social Media Policy and have reviewed a copy of the IU Northwest Athletics Social Media Guidelines. You acknowledge that your social media activities reflect upon the reputation of the athletics department and the institution as a whole.

_____________________________________  _______________________
Signature                                                                             Date

_____________________________________
Printed Name

__________________________________________________  
Facebook Username

__________________________________  
Twitter Handle

_________________________________________  
Instagram Name