NCAA Social Media Strategy

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NCAA Social Media Priorities

Communicate NCAA messages
to increase awareness & understanding.
Reinforce the collegiate model of athletics.
Share the student-athlete story.
Provide inside access and information.
Humanize the NCAA.

Grow an engaged and informed audience.
Educate on key NCAA issues and sports.
Promote fan opportunities for key championships.
Drive fans to NCAA platforms.
NCAA Social Media

July 2010
15 Facebook Pages
9 Twitter Feeds

Organic Audience = 240,000

NCAA Social Media

Today
27 Twitter Feeds
14 Facebook Pages
5 YouTube Channels
2 Google+ Pages
2 Instagram Pages
Foursquare
Linked In

Organic Audience = 4 million

How we got here.

We built a team of smart, creative people.

Jordan, Kayci, Jessica, Chris
How we got here.

We started *listening*.
Two-Way Communication

- Ask
- Answer
- Encourage
- Converse
- Listen
- Deliver
Two-Way Communication

Engage

Converse

Listen

Deliver

Tap into emotion

Put yourself out there a bit

Not listening is quite obvious

Put lessons into action

Then start all over again.

NCAA Rules on Social Media

There is no NCAA rule, or recommendation, that schools seek to obtain student-athlete passwords or other non-public access to social media activity.

“The committee recognizes that social networking sites are a preferred method of communication in present society, particularly as among college-age individuals. While we do not impose an absolute duty upon member institutions to regularly monitor such sites, the duty to do so may arise as part of an institution’s heightened awareness when it has or should have a reasonable suspicion of rules violations. If the membership desires that the duty to monitor social networking sites extend further than we state here, the matter is best dealt with through NCAA legislation.”

- Division I Committee on Infractions Report

Legal Considerations for Social Media

In 2012, states began introducing legislation to prevent employers (and higher education institutions) from requesting passwords to personal internet accounts for employees and students. The trend is growing.

Enacted Laws

Arkansas
California
Colorado
Delaware
Rhode Island
Maryland
Michigan
Missouri
Nebraska
Pennsylvania
Rhode Island
Tennessee
West Virginia
Wyoming

Pending

Alabama
Alaska
Arizona
Delaware
Florida
Georgia
Hawaii
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
Ohio
Oklahoma
Oregon
Pennsylvania
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
Wisconsin

Source: http://www.ncsl.org
A Quick Social Media SWOT Analysis

**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

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**Social Media SWOT**

We now have the power to tell OUR stories.

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**Social Media SWOT**

Be careful what you tweet because you can never really delete it.
Social Media SWOT

Student-athletes are brand advocates…for their schools and themselves.

Social Media SWOT

Personal brand is on display.
Nothing is ever really deleted.
You don’t need a license.

Fieldhouse Media Study

Nearly 500 student-athletes were polled on their social media use. Some were from major DI programs and mid-majors, while nearly half were from DII or DIII schools.

FINDINGS

In February 2012, 20% of 18-24 year-olds were “using” Twitter on a typical day.

In this survey, just two years later, 78% of student-athletes have a Twitter account.

98% of student-athletes with a Twitter account are tweeting daily.
Fieldhouse Media Study

Nearly 500 student-athletes were polled on their social media use. Some were from major DI programs and mid-majors, while nearly half were from DII or DIII schools.

**FINDINGS**

67% have a public account

18% admit to having tweeted something inappropriate (racial, sexual, violence, profanity, drug/alcohol use)

That’s down from 23% a year ago, so they are becoming more aware of the consequences

76% have between 100 and 500 followers

Source: http://www.fieldhousemedia.net/social-media-use-of-student-athletes/

The majority of respondents indicated they have a Facebook account with a few key findings:

- Percentage of student-athletes with a Facebook account: 94%
- 9% admit to having posted something inappropriate (racial, sexual, violence, profanity, drug/alcohol use)
- Down from 22% a year ago
- 91% utilize their privacy settings on Facebook

Source: http://www.fieldhousemedia.net/social-media-use-of-student-athletes/

Fieldhouse Media Study

Nearly 500 student-athletes were polled on their social media use. Some were from major DI programs and mid-majors, while nearly half were from DII or DIII schools.

**FINDINGS**

Most unfortunate of all...

40% say they’ve received no social media education/training

But, there is good news...

that’s down from 51% a year ago

Source: http://www.fieldhousemedia.net/social-media-use-of-student-athletes/
Education is the answer.

A personal brand is not what you say about yourself; it’s what people say about you.

Education is the answer.

“Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies. **Me Inc.** To be in business today, our most important job is to be head marketer for the brand called **You**.”

— Tom Peters, business management writer in *Fast Company* magazine

Education is the answer.

More than **75%** of companies use social media to screen prospective candidates.

“Sometimes people confuse social media with Las Vegas. They believe that their words and actions are contained on social media. They are shocked when something they posted on Facebook nine months ago is brought up in a job interview. They are surprised when something mean they posted gets back to the person they posted about.”

— Jon Acuff, New York Times bestselling author
**Education is the answer – what we tell student-athletes.**

Know each platform’s purpose.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Purpose</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>Keep private. Limit access to family and friends.</td>
</tr>
<tr>
<td>Twitter</td>
<td>Mix of personal and professional. A great tool to network &amp; absorb / share information.</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>100 percent professional use. Connect with those you know and meet in your industry.</td>
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• Every day is a job interview.

• Take pride in who and what you represent.

• MOM RULE: If you can’t say it front of your mother, don’t say it.

• Use common sense.

• Have fun.

**Education is the answer …but public shaming could work, too.**

COACHES READ PLAYERS TWEET