Social Media (Twitter, Facebook, Etc.)

General Rule—Electronic correspondence that may be sent to prospects (prior to signing an NLI) or their parents is limited to e-mail and fax. Other forms of electronic communication (instant messaging, text messaging, etc.) are not permissible, except for in Men’s Basketball.

NLI Signees—Starting the day after a prospect signs an NLI (or a tender or acceptance of admission) all forms of electronic communication are permissible.

Facebook/MySpace
It is permissible for a coaching staff member or a U of M sport to:

- Communicate with prospects using Facebook or MySpace’s private messaging feature, but only if they are of age to receive general correspondence (i.e., after Sept. 1 of prospect’s junior year)
- Accept friend requests of prospect aged individuals
- Send friend requests to prospects who are of age to receive general correspondence
- Post information that is of interest to the general public
- Post pictures and permissible highlight videos approved by the Athletic Compliance Office

It is not permissible for a coaching staff member or a U of M sport to:

- Use the chat function with a prospect who has not signed an NLI
- Post material about a specific prospect or prospect’s team
- Publicize a specific recruit’s visit
- Post pictures or other information regarding prospects
- Include a link to a recruiting website or scouting service

Twitter
It is permissible for a coaching staff member or a U of M Sport to:

- Create a personal Twitter page in which the general public signs up to receive updates via tweets
- Post information to the Twitter page that is of interest to the general public
- Communicate via ‘Direct Message’ with prospects that are of age to receive general correspondence (i.e., after Sept. 1 of prospect’s junior year)
- Follow prospect’s Twitter pages
- Post pictures and permissible highlight videos approved by the Athletic Compliance Office

It is not permissible for a coaching staff member or a U of M sport to:

- Give an ‘@-reply’ to a recruit, or use their username and give them a ‘shoutout’
- Retweet a prospect’s Tweet
- Post material about a specific prospect or prospect’s team
- Publicize a recruit’s visit or recruitment to the U of M (“we will be visiting recruits at ______ high school this week”)
- Post pictures of or information regarding prospects

Student-Athletes on Twitter/Facebook

It is not permissible for student-athletes to publicize the recruitment of prospects via Facebook wall posts, Twitter ‘@ mentions’ or any other social media post that is viewable to the general public.

It is permissible for student-athletes to send private messages (e.g., Direct Messages on Twitter) to prospects, provided that it is not at the direction of a coach.

It is not permissible for student-athletes to post on Twitter/Facebook and direct their followers to go out and purchase a product or service.
Social Media Emboldens Overzealous Boosters

Notre Dame Student-Athlete’s Tweet to Recruit is an NCAA Violation

Michigan Player Latest to Commit NCAA No-No on Twitter

Check This Out!
Articles Worth a Read

October Recruiting Calendars

<table>
<thead>
<tr>
<th>Sport</th>
<th>Contact Period</th>
<th>Quiet Period</th>
<th>Evaluation Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball</td>
<td>Oct. 1-31—Contact Period</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Softball</td>
<td>Oct. 1-31—Contact Period</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football</td>
<td>Oct. 1-31—Quiet Period (Outside 42 Designated Eval. Days)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volleyball</td>
<td>Oct. 1-31—Contact Period</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men’s Basketball</td>
<td>Oct. 1-31—Recruiting Period</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women’s Basketball</td>
<td>Oct. 1-7—Contact Period</td>
<td>Oct. 7-Oct. 31—Eval Period</td>
<td></td>
</tr>
<tr>
<td>Track/Cross Country</td>
<td>Oct. 1-31—Contact Period</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Sports</td>
<td>Oct. 1-31—Contact/Eval. Period</td>
<td></td>
<td></td>
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</tbody>
</table>

Recruiting Phone Log Reminders
If your program is not using the Recruiting Pro program, then you must submit telephone logs to the Compliance Office on a monthly basis, or at the end of all non-contact periods for sports with recruiting calendars. Here are some other reminders on phone logs:

- The NCAA defines a “week” as Sunday through Saturday when applying phone call legislation
- Always keep documentation of each call made; even if contact is not made with the prospect, you must be able to explain why there are multiple calls
- If a call is dropped, then it must be noted in the log
- Remember to submit phone records to Andrew Nelson by the 14th of each month, or at the end of a non-contact period. Logs that are turned in late will be noted

How to Reach Us

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Phone Number</th>
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<tbody>
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