



UNIVERSITY OF SOUTHERN CALIFORNIA
ATHLETIC DEPARTMENT
SOCIAL MEDIA POLICY & GUIDELINES FOR STUDENT-ATHLETES

Playing and competing for the University of Southern California is a privilege. Student-athletes at USC are held in the highest regard and are seen as role models in the community. As leaders you have the responsibility to portray your team, your University and yourselves in a positive manner at all times. Sometimes this means doing things that are an inconvenience to you, but benefit the whole team.

Facebook, Twitter and other social media sites have increased in popularity globally, and are used by the majority of student-athletes here at USC in one form or another.

Student-athletes should be aware that third parties - - including the media, faculty, future employers and NCAA officials - - could easily access your profiles and view all personal information. This includes all pictures, videos, comments and posters. Inappropriate material found by third parties affects the perception of the student-athlete, the athletic department and the University. This can also be detrimental to a student-athlete's future employment options, whether in professional sports or in other industries.

Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions or presentations of the following:

- Photos, videos, comments or posters showing the personal use of alcohol, drugs and tobacco e.g., no holding cups, cans, shot glasses etc.
- Photos, videos, and comments that are of a sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
- Pictures, videos, comments or posters that condone drug-related activity. This includes but is not limited to images that portray the personal use of marijuana and drug paraphernalia.
- Content online that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual or entity (examples: derogatory comments regarding another institution; taunting comments aimed at a student-athlete, coach or team at another institution and derogatory comments against race and/or gender). No posts should depict or encourage unacceptable, violent or illegal activities (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, illegal drug use).
- Content online that would constitute a violation of Pac-12 or NCAA rules (examples: commenting publicly about a prospective student-athlete, providing information related to sports wagering activities; soliciting impermissible extra benefits).
- Information that is sensitive or personal in nature or is proprietary to the USC Athletic Department or the university, which is not public information (examples: tentative or future team schedules, student-athlete injuries and eligibility status, travel plans/itineraries or information).



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If a student-athlete's profile and its contents are found to be inappropriate in accordance with the above behaviors, he/she will be subject to the following penalties:

1. Written warning
2. A meeting with Director of Athletics and Head Coach
3. Penalties as determined by the athletic department, including but not limited to possible suspension from his/her athletic team.

For your own safety, please keep the following recommendations in mind as you participate in social media websites:

- Set your security settings so that only your friends can view your profile.
- You should not post your email, home address, local address, telephone number(s), or other personal information as it could lead to unwanted attention, stalking, identity theft, etc.
- Be aware of who you add as a friend to your site – many people are looking to take advantage of student-athletes or to seek connection with student-athletes.
- Consider how the above behaviors can be reflected in all Facebook applications.

If you are ever in doubt of the appropriateness of your online public material, consider whether it upholds and positively reflects your own values and ethics as well as the USC Athletic Department's and the University's. Remember, always present a positive image and don't do anything to embarrass yourself, the team, your family or the University.

By signing below you affirm that you understand the USC Athletic Department Social Media Policy and Guidelines for Student-Athletes and the requirements that you must adhere to as a USC student-athlete. Also, you affirm that failure to adhere to this policy and guidelines may result in consequences that include suspension from your athletic team, and you may be subject to additional penalties imposed by the NCAA, Pac-12 or USC.

Printed Name _____

Signature _____

Date _____