

With the continuous growth of social media platforms such as Twitter, Facebook, YouTube, and **USTREAM**, it is important to be aware of the positive and negative uses of social media.

When Used Responsibly Social Media Can Serve Many Purposes

- Good way to connect with your friends
- Good way to promote initiatives, news, and community relations activities

Social Media "DO'S"

- Discuss your interests
 - Discuss community or charity affiliations/projects that you are involved in
 - Post positive comments and pictures of yourself
- SPELL-CHECK

When Using Social Media Be Aware Of the Following Taboos

- Don't criticize the officials, players, coaches, or fans of an opposing team or your team
- Don't use social media sites before games, give updates during games, or use directly after games (emotions may be high and you might say something you will regret)

Don't use obscene language

Don't post any information or pictures, tweet, or text when you're upset or angry

Don't make violent or threatening statements

Don't refer to women using derogatory words

Don't use derogatory or discriminatory words to describe someone's race - even your own

Don't use derogatory or discriminatory words to describe someone's sexual orientation

Don't tweet or post information discussing behaviors such as sex, drinking, getting high, etc.

Don't post provocative or naked pictures

Don't post anything that displays you violating your school and team conduct policies

Important **THINGS TO REMEMBER**

Don't post or tweet anything you wouldn't say to a stadium full of people.

Although you may be alone when you're tweeting or posting information, remember once you put something in cyber space it is there for every and anyone to see.

Meanings can often get lost in written communication - the Mehrabian Study of Communication found that information is communicated primarily through facial expression/body language:

- 7% spoken words
- 38% verbal tone
- 55% facial expression/body language

Future employers such as the NFL look at social networking sites of prospective employees

NOTE

- *The Information You "Tweet" is Never Gone. The Library of Congress Catalogs ALL Tweets.*

ALWAYS Remember: Don't Post or Tweet Anything That You Wouldn't Want Your Mother To Read.



twitter.com/NFLPlayerEngage



facebook.com/NFLPlayerEngagement