

## Recruiting Correspondence and Social Media

Bylaw	Forms of Correspondence	Common Social Media Examples	Prior to Written Commitment at Institution	After Written Commitment to the Institution
<b>13.1.3 - Telephone Calls to Prospective Student-Athletes</b>	Telephone Calls	Skype FaceTime	<p>Permissible after the June 15 preceding a PSA's junior year in high school.</p> <p>Must be private between sender and recipient.</p> <p>Permissible at any time at the PSA's expense.</p>	Permissible
<b>13.4.1 - Printed Recruiting Materials</b>	Email and Facsimiles	Twitter Direct Message Facebook Messenger	<p>Permissible after the June 15 preceding a PSA's junior year in high school.</p> <p>Must be private between sender and recipient.</p>	Permissible
<b>13.4.5 - Electronic Transmissions</b>	Instant Messaging and Text Messaging	Whats App Google Hangouts	<p>Permissible after the June 15 preceding a PSA's junior year in high school.</p> <p>Must be private between sender and recipient.</p>	Permissible

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## Publicity and Social Media

Publicity Related to Electronic Correspondence	Common Social Media Examples	Prior to Written Commitment at Institution	After Written Commitment to the Institution
<b>Friend/Follow the Social Media Profile of a PSA</b>	Send a friend request on SnapChat to follow stories and snaps	<b>Permissible</b> prior to the first date to send electronic communications to a PSA, provided the automatically-generated electronic notification is not edited and no additional communication to the PSA is included.	Permissible
<b>Commenting on a Social Media Post of a PSA</b>	Commenting on an Instagram photo	<b>Impermissible</b> form of electronic correspondence because the comment is not private between sender and recipient.  <b>Impermissible</b> publicity because action is more than confirmation of PSA's recruitment.	Permissible
<b>Endorsing a Social Media Post of a PSA</b>	Like a post on Facebook	<b>Impermissible</b> publicity because action is more than confirmation of PSA's recruitment.	Permissible
<b>Reposting or Sharing a Social Media Post of a PSA</b>	Re-tweeting a tweet on Twitter	<b>Impermissible</b> publicity because action is more than confirmation of PSA's recruitment.	Permissible
<b>Associating the Profile of a PSA in a Social Media Post</b>	Mention in a tweet (e.g., "Great game tonight @SuperstarPSA!! Loved seeing you play in person")	<b>Impermissible</b> form of electronic correspondence because the comment is not private between sender and recipient.  <b>Impermissible</b> publicity because action is more than confirmation of PSA's recruitment.	Permissible

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