



Social Media & Athletes



The new online Resume



Articles

<http://highschoolsports.cleveland.com/news/article/3838474443158678075/how-social-media-behavior-of-high-school-athletes-can-negatively-impact-ncaa-recruiting-photos-polls-national-signing-day-2015/>

<http://www.forbes.com/sites/jacquelynsmith/2013/04/16/how-social-media-can-help-or-hurt-your-job-search/#59ba083d24fd>

<http://time.com/money/3510967/jobvite-social-media-profiles-job-applicants/>

What These Articles are Saying

Social Media is the best way for a prospective coach or employer to get the “real” you.

Constant negative posts will reflect poorly on those being researched.

Many companies browse social media of prospective employees before hiring to evaluate character and personality.

“If you choose to share content publicly on social media, make sure it’s working to your advantage,” Haefner says.

What These Articles are Saying

66% of hiring managers said they would hold poor spelling and grammar against candidates.

Use social media to show your personality in a positive light. Post pictures and posts that will place you in a good light for what you want to do. Example: You want to cheer in college, have pictures of jumping and cheering on the sidelines at a game.

How to Protect Yourself

Make sure your privacy settings are set up so people cannot tag you in posts or photos without your consent.

Make sure your Bios and Profile Pictures place you in a good/professional light.

Snapchat is NOT safe. Anyone can take a picture from another phone and then post it again.

Watch who you are “friends” with and who is “friends” with you. If you do not know them, do not friend them.

Clean your followers/friends every year to eliminate those you do not have contact with.



Your Digital Footprint is
Ruining Your Job
Application

Samples of Inappropriate Photos



Samples of Inappropriate Photos



STUDENTS SOCIAL MEDIA

Students' lives are online in increasingly mobile and social ways. Surveys show students want learning and schools to follow suit.



Mobile Web to replace
wired internet access by

2015

Children aged
2-11
comprise nearly
16 million, or
9.5%,
of the active
online universe.^[1]

73%
of wired American
teens aged
12-17
use social
networking sites.^[2]

Social networking and blogs now
account for nearly
1/4
of the time
Americans spend
online.^[3]

How can schools harness this social force for learning,
while attending to some persistent concerns?

IT'S WHERE THEY LIVE —
43% of students in grades
9-12 say social networking
sites are their primary mode
for communicating with
friends online.^[4]

IT'S UNSTOPPABLE —
At schools that ban mobile
devices, **63%** of students
use them anyway.^[5]

IT'S PART OF THEIR DIGITAL FOOTPRINT —
1 in 10 admissions officers
from the top **500** colleges check
out applicants' social networking
profiles during their decision
making process.^[6]

IT'S WHERE THEY WANT
TEACHERS AND EXPERTS —
One third of middle and high
school students want their schools
to provide tools to electronically
communicate with their
teachers.^[7]

IT'S NOT JUST WHERE THEIR FRIENDS ARE —
One-half of parents say they communicate
using social networking tools^[8] and
80% of colleges use the Facebook platform
to recruit applicants.^[9] and about half of
employers screen applicants' social
media presences.^[10]

IT'S THEIR REFERENCE DESK —
62% of online teens get
news about current events and
politics online; **17%** use
the Internet to get info on
hard-to-discuss topics
like drugs.^[11]



BUT SCHOOLS ARE CAUTIOUS...



IT'S DAMAGING —
Of colleges making use of students
online profiles, **38%** said that
what they saw "negatively affected"
their views of the applicant.^[12]

IT'S A DISTRACTION —
69% of American high schools
have banned use or even
possession of mobile devices
on school grounds.^[13]

IT'S A HAVEN FOR BULLYING —
one in three online teens
have experienced online
harassment.^[14]

IT'S HARD TO MONITOR —
More than two thirds
(**35%**) of teens with cell
phones admit to cheating
at least once with them.^[15]

Inappropriate Posts

Justine Sacco
@JustineSacco

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

Reply Retweet Favorite More

2,678 RETWEETS 1,206 FAVORITES

10:19 AM - 20 Dec 13 from Hillingdon, London

StubHub
@StubHub

Thank f--- it's Friday! Can't wait to get out of this stubsucking hell hole.

10/5/12 7:33 PM

KitchenAid
@KitchenAidUSA

Obamas gma even knew it was going 2 b bad! 'She died 3 days b4 he became president'. #nbcpolitics

Ben Koeck
@Gordon_Bombay24

This kid is Mexican why is he singing the national anthem. #yournotamerican #gohome

Reply Retweet Favorite More

8:57 PM - 11 Jun 13

LEARN ODE'S CODE OF PROFESSIONAL CONDUCT

Don't talk about breaking the law or violating rules, even if you haven't been charged

Like Comment Share

Matt Bowman
@Hero_Matt

Last night I completed something that I have wanted to do since probably middle school. I can't wait to visit the 50 yard line after midnight again!

Disciplined

OEA OHIO EDUCATION ASSOCIATION

Matt Bowman
@Hero_Matt

I'd never let a woman kick my ass. If she tried something, I'd be like HEY! You get your bitch ass back in the kitchen and make me some pie!

Reply Retweet Favorite More

6:51 PM - 4 Mar 13

Reply to @Hero_Matt

What Not to Post

Depressing posts that sound like you want to harm yourself. (Retweeting things other people post also reflects on you.)

Rants that target the school, students, or make you look bad.

Pictures in skimpy clothing or bathing suits.

Anything with sexual content (gifs, retweets, etc.)

Severe profanity (F!#%)

Improper grammar (the wrong form of a word)

**Your worth
is not
measured
in likes,
comments,
notes or
followers; but
in your ability
to love, keep
comments to
yourself, take
note and
lead.**

@DULCERUBY –
THEGOODVIBE.CO

MLS Social Media Agreement

Be a Social Media Champion

C - Consider your audience – parents, grandparents, teammates, coaches, friends, opponents, employers, administrators, colleges, and law enforcement can all see your posts.

H - How you intend your message, may not be received that way – people can't read sarcasm, humor, or inside jokes – think before you post.

A - Always remember that whether deleted or not, what you post can be on the internet forever.

MLS Social Media Agreement

M - Make sure your message is well thought out before you hit ‘enter’ – is it harmful, illegal, and truly representative of your team, your goals, your mission or even your own “digital identity”?

P - Post knowing that your words will become public – all information including texts, pictures, retweets, videos, selfies, etc. can be obtained by coaches, teachers, administrators, and law enforcement – and they can bring immediate and swift or life-altering consequences.

MLS Social Media Agreement

I - Inappropriate material can jeopardize one's future - photos, videos, comments, texts, or posts showing the personal use of alcohol, drugs and tobacco or of a sexual nature which can include links to websites of a pornographic nature and other inappropriate material – have immediate and life-lasting consequences.

O - Ownership of social media can be FUN! – positive, supportive, encouraging posts can reveal such personal, positive qualities as leadership, coachability, sense of humor, maturity, and integrity.

N – Never post in anger or frustration – one can never retract hurt, respect, or embarrassment.

Remember, you are what you post. Future employers, colleges, coaches, teachers, and family members see the things you put online. It is important to look at your overall Social Media footprint to see what you look like to others.

Please note: All MLS cheerleaders will be required to follow @steelecheer on Twitter, and we will follow back.