



SOCIAL MEDIA POLICIES FOR STUDENT ATHLETES

August 7, 2012 :: 1:00 – 2:30 p.m. EDT

OVERVIEW

Due to their involvement with your athletic program, student athletes are perceived as representatives of your institution's brand or image, and their messages and actions can be misconstrued as official information from your institution.

Illicit or inappropriate social media posts can be a liability for the university and its athletics operations. With no official NCAA regulations on how to use and monitor student athletes' social media presence, schools are left to police themselves and their students' use of these social media platforms, which can be a daunting task for many institutions.

Join us for a webcast that will outline key components of a legally sound social media policy for your student athletes. Our expert instructors will showcase sample policies from a wide range of schools and provide ideas on how to successfully implement a social media policy for the student athletes on your campus.

LEARNING OUTCOME

After participating in this webcast, you will be able to identify the crucial components of a social media policy for the student athletes on your campus.

WHO SHOULD ATTEND

This program is intended for athletic administrators from all NCAA, NAIA, and NJCAA institutions, athletics marketing personnel representatives, as well as non-athletics administrators and university legal counsel who have campus athletics responsibilities or who are concerned with student athletes' social media presence. No matter where you are in the process of developing a social media policy, you will leave this webcast with a stronger understanding of legal implications and liabilities involved. You will also gain ideas for how to educate your student athlete community about your policy and the risks associated with social media use. After you register, you will receive instructions on how you can submit your current social media policy (if you have one) for review by our expert faculty prior to the session.

A public relations nightmare is just one Tweet away! Reduce your liability with a sound social media policy for student athletes.



AGENDA

➔ **Considerations for drafting a social media policy**

- Tenets of sound social media policy
- Legal considerations (First Amendment and 14th Amendment rights)
- Creating one overarching policy vs. individual team policies
- Revising and implementing the policy

➔ **Sample policy review**

- Instructors will review documents from a diverse sample of institutions

➔ **On-campus implementation considerations**

- Rolling the policy out to students
- Ongoing management and revisions
- Pros and cons of using a social media monitoring company
- Student violations and repercussions



INSTRUCTORS



JOHN LATA, Ph.D. / Assistant Athletic Director for Student Services

Florida State University

John Lata is entering his 12th year as a member of the Student Services staff in the Florida State University Department of Athletics, assisting student-athletes with financial aid, community service, counseling, leadership, transitional, and career development issues as part of his job duties. He also serves as the administrative sport oversight for the FSU baseball team. He received his Ph.D. in sport administration from Florida State in 2006. John spent three years in the Compliance office at FSU prior to joining the Student Services office, and has taught courses at FSU in sport management at both the undergraduate and graduate levels, as well as career planning and first-year student experience courses, and he currently teaches sport history. He is also an adjunct professor at Nova Southeastern University, teaching graduate-level courses in sport law, sport ethics, sport marketing, and athletic administration. John serves as an administrative panel member on university-wide student rights and responsibilities cases. He also served on the Seminole Booster Stewardship Council, was a board member of the nonprofit Dick Howser Center for developmentally challenged children, and very recently served as the Honorary Chairperson for the FSU Relay for Life event. In 2007, he received the Partners with a Purpose award from FSU for outstanding service to the university and the Division of Student Affairs.



MICHAEL R. RASOR / Attorney

Cavitch, Familo & Durkin

Mike has successfully litigated a wide range of commercial disputes, such as landlord-tenant cases, non-competition covenants, and creditors' rights matters. Mike's practice also includes corporate and transactional matters, such as the formation of new entities, corporate governance, shareholder buy-sell agreements, commercial and real estate contracts (drafting and negotiations), mergers and acquisitions of closely held businesses, representation of non-profit entities, and secured transactions. Mike received both his law degree and baccalaureate degree at the University of Akron and served as editor-in-chief of the prestigious *Akron Law Review*, which is ranked as one of the top 50 general-subject law journals in the nation. Mike was elected as a councilman for his hometown of Stow (pop. 35,000) while still in law school and continues to serve on the Stow City Council, where he was appointed chairman of the Roads and Safety Committee. As an undergraduate student, Mike served as editor-in-chief of the college newspaper, *The Buchtelite*, and worked as a business writer at the *Akron Beacon Journal* and a sports writer at the *Indianapolis Star*. For the past six years, Mike has written a blog that covers the University of Akron's men's basketball and football teams for the *Akron Beacon Journal*. Mike is a member of the Cleveland Metropolitan Bar Association, Ohio Bar Association, Fraternal Order of Police Associates, and Stow-Munroe Falls Chamber of Commerce.



IMPORTANT INFORMATION

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