Recruiting Legislation

- Electronic Correspondence
  - Limited to e-mail and facsimiles (after Sept. 1 of the PSA's junior year).
  - All other forms of electronic correspondence are prohibited (e.g., IM, text messaging).
  - Exception #1: After the calendar day a PSA signs an NLI, there is no limit. For a PSA not eligible to sign an NLI, there is no limit the day after the PSA signs MSU's written offer of admission and/or financial aid.
  - Exception #2: On or after May 1 of a PSA's senior year, there is no limit, provided MSU has received the PSA's room or tuition deposit in response to the MSU's offer of admission.

- Electronic correspondence continued
  - It is not permissible to use a service or software that converts electronic mail into a text message when received by a PSA.
Recruiting Legislation

- Major Infractions Case – University at Albany
  - Involved electronic correspondence.
  - Football – Coach sent 331 text messages to 220 PSAs using a function of a recruiting software program that allowed coaches to convert e-mails into a text message.
  - Baseball – Coach sent 56 text messages to 5 PSAs. Coach thought text messages were permissible once PSA committed to institution.
  - Case is significant because it is the first major infractions case involving text messages.

Social Networking Websites

- Common social networking websites:
  - MySpace
  - Facebook
  - Twitter
  - Others?

- MySpace/Facebook
  - Communicating via e-mail is not limited to a traditional e-mail service provided by an institution, website or Internet service provider.
  - It is permissible to send electronically transmitted correspondence to a PSA using a social networking website’s e-mail feature.
Social Networking Websites

**Permissible**
- May send electronically transmitted correspondence to a PSA’s MySpace or Facebook account using the e-mail inbox feature.

**Impermissible**
- May NOT send electronic correspondence to a PSA via the comments feature on MySpace or the wall-to-wall feature on Facebook.

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Social Networking Websites

**Twitter**
- “Twitter is a service for friends, family and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?”
- Subscribers will receive notifications throughout the day to their e-mail and/or their cell phone.

**Twitter Services**
- Tweet – Twitter status update.
- Twitter texts – Subscriber has the option to allow Twitter to send text messages to his/her phone. Web messages are sent in text message format.
- Direct-message – Subscriber can send a direct message to anyone on Twitter.

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Social Networking Websites

**Permissible**
- May post status updates on Twitter page.

**Impermissible**
- May NOT send a direct message to a PSA.
Recruiting and Publicity

**Friend Requests**
- A PSA's name and/or picture may appear on a coach's profile page of a social networking website to identify the PSA as a “friend.”
- The identification of a PSA as a “friend” only confirms MSU's potential recruitment of the PSA.
- A coach may NOT make any public comments about the PSA's ability, the contribution that the PSA might make to the team or the likelihood of the PSA signing with the institution prior to the PSA signing an NLI.

Recruiting and Publicity

**Personal Website Do’s and Don’ts**
- A coach's personal website may NOT include:
  - Information regarding a PSA (except as permitted per NCAA legislation);
  - Any hyperlink to the website of a recruiting/scouting service or a noninstitutional publication that reports primarily on MSU's athletics programs;
  - Videos that have a recruiting purpose (e.g., video that is personalized for a particular PSA, video available only via password-protected websites);
  - Personal messages to a PSA; or
  - Videos and/or pictures posted by a PSA of their official visit to campus.

Recruiting and Publicity

**Personal Website Do’s and Don’ts**
- A coach's personal website may include:
  - Information related to MSU's athletics programs;
  - Videos that contain general information about MSU and the team; and
  - Information on NLI signees, provided MSU has previously announced the PSA's signing.
- Boosters MAY NOT have any contact with a PSA via a social networking website.
Questions?