Stevens Institute of Technology
Department of Athletics

Social Media Guidelines for Student-Athletes

All student-athletes must review and sign this document prior to participating in intercollegiate athletics.

Competing as a student-athlete for Stevens Institute of Technology (“Stevens” or the “University”) is a privilege. Student-athletes at Stevens are held in high regard and are viewed as role models in the Stevens community. As leaders, student-athletes have the responsibility to always portray themselves, their team, the University and the Middle Atlantic Conference (“MAC”) in a positive manner.

Use of social media sites such as Facebook, Twitter, Instagram, YouTube and other digital platforms and distribution mechanisms have both positive aspects and potentially negative consequences. It is important that student-athletes are aware of these consequences and exercise appropriate caution if they choose to participate in social media.

The Department of Athletics recognizes that there are many benefits to having an active presence on social media. In particular, social media allows student-athletes and the Department of Athletics to engage and connect with the student body, faculty, staff, fans, alumni, prospective student-athletes, parents, media and various local communities. Social media allows institutions like Stevens and their student-athletes to grow relationships through personal, regular and honest communications.

Student-athletes should be aware that anyone, including coaches, staff, faculty, future employers, media, opposing teams, the MAC, the NCAA and others have easy access to status updates, photos, videos and comments that they post. Inappropriate material found by third parties could affect the perception of the student-athlete, the Department of Athletics, the University and the MAC. As a student-athlete and campus leader, it is important to remember how powerful online communication can be and the significant impact it can have on individuals, friends, family, teammates and an athletic program.

Examples of inappropriate social media content and behavior include, but are not limited to:

- Content that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual or entities, including comments about other institutions, fans, student-athletes and coaches;
- Pictures, videos, comments or posts that depict or condone the use of drugs, alcohol or tobacco;
- Photos, videos and comments of a sexual nature;
- Content that depicts or encourages violent or illegal activities;
- Bullying;
- Hazing;
- Content that would constitute a violation of University policy, Department of Athletics policy or MAC or NCAA rules and regulations; and
- Information that is sensitive or personal in nature or is proprietary to Stevens.

Inappropriate behavior is subject to review by Stevens, the MAC and the NCAA and may result in consequences up to and including expulsion or suspension from a team, in addition to other University sanctions.