Student Athlete Social Media Policy & Guidelines

It is a privilege for a student athlete to compete and represent Wilkes University. As a student athlete you will be held in high regard as a role model in the campus community. As such, you have the responsibility to portray yourself, your team and your University in the most positive manner. You are expected to place team and University representation above your own needs.

Social media sites continue to evolve and are popular on a global scale. Too numerous to list, social media sites such as Facebook, Twitter, Instagram, and Snapchat are widely accepted forms of communication.

As a student athlete you are forewarned of the abuse of social media and the problems that develop as a result of misrepresenting yourself, your teammates or your coaches. Access to social media sites is readily available to the NCAA, the office of student affairs, the Wilkes faculty, the athletic administration, the media and future employers. Consequently, inappropriate pictures, videos, negative comments and posters will be viewed as a direct reflection of you as an individual first and second as a representative of your team.

Below are examples of participation in online communities that are deemed inappropriate. Depending on the severity of the offense as a student athlete at Wilkes you will be subject to team sanctions that may result in dismissal from your team.

Photos, video, comments or posters that:

1. include alcohol, drugs or tobacco
2. are sexual in nature – links to pornographic websites or other inappropriate material
3. condone drug-related activity – personal use of marijuana or drug paraphernalia displayed
4. content that is unsportsmanlike, derogatory, demeaning or threatening in nature to an opponent, an opposing team, coach or institution including Wilkes teams and members of the coaching staff
5. target an individual’s race, gender, lifestyle or religion
6. encourages violence, hazing, sexual harassment/assault, gambling, vandalism, underage drinking, bullying and use of drugs
7. in any way promotes academic dishonesty
8. violates Wilkes University student policy, the student athlete code of conduct, or NCAA and MAC student athlete policies, i.e. impermissible benefits, sports wagering, etc.
9. divulges information that is personal and sensitive in nature, i.e. injury, illness, disability or academic eligibility