

## **SOCIAL MEDIA GUIDELINES**

1. You are what you tweet, write, post, and speak
2. Think before you tweet, post, use Instagram/TikTok/Facebook
3. Tweets are part of your brand
4. Do remember you are your own PR person
5. Do remember your team voice, leadership role, and how you represent others
6. Do find a way to be positive with your response or comment
7. Do remember once you post something, it's hard to take back—words live on forever
8. Do use social media as an effective way to connect with family, friends & fans
9. Do use it as an effective way to positively promote your team/school (i.e. pep rally, fundraising event, etc.)
10. After an emotional game, don't tweet immediately
11. Don't use swear words
12. Don't start an argument or get into a long discussion when someone is criticizing you
13. Don't tweet when you're angry
14. Don't tweet, post anything you would not want said about you
15. Don't tweet "indirectly"
16. Don't be cocky when tweeting
17. Don't put the other team down
18. Don't trash talk
19. Mind your own business-don't jump into someone else's conversation
20. All the above are the same for retweets