

#CollegeChat May 22, 2012

Social Media & Recruiting High School Athletes

Karen Weaver, EdD, director of Athletics for Penn State University-Abington and a TV color analyst for ESPN, CBS College Sports and Big Ten Network



[CollegeChat 7:06pm via TweetChat](#)

Thanks very much to [@collegeathlete](#) for discussing social media and recruiting. Big topic! Wish we had longer. [#collegechat](#)



[CollegeChat 7:04pm via TweetChat](#)

[@collegeathlete](#) But do coaches actually go on these sites to review athletes? [#collegechat](#)



[collegeathlete 7:03pm via TweetChat](#)

Thanks everyone for participating in tonite's event. Hope the info provided was helpful for you or a student athlete you know.. [#collegechat](#)



[MenloAthertonAV 7:02pm via TweetChat](#)

RT [@CollegeChat](#): [@MenloAthertonAV](#) It's allowed! [#collegechat](#)



[collegeathlete 7:02pm via TweetChat](#)

Coaches will send information to anyone who asks for it--the paid sites included. [#collegechat](#)



[CollegeChat 7:01pm via TweetChat](#)

[@collegeathlete](#) You mean the paid online recruiting sites? Are coaches taking them seriously? [#collegechat](#)



[collegevisit 7:00pm via TweetChat](#)

@[CollegeChat](#) Enjoyed the chat tonight! Great topic! [#collegechat](#)



[CollegeChat 7:00pm via TweetChat](#)

@[MenloAthertonAV](#) It's allowed! [#collegechat](#)



[MenloAthertonAV 7:00pm via TweetChat](#)

RT @[collegevisit](#): What questions should an athlete ask a coach on a college visit? [#collegechat](#)



[collegeathlete 6:59pm via TweetChat](#)

2/2 they generate a lot of interest, but how do you manage all of that interest? Is that really the end game? (no pun intended) [#collegechat](#)



[MenloAthertonAV 6:58pm via TweetChat](#)

RT @[collegevisit](#): Is it against the rules for a student to send a coach a link to his/her YouTube video success? [#collegechat](#)



[URCollegeSource 6:58pm via HootSuite](#)

Glad to have caught [#collegechat](#) today! Always a nice talk.



[collegeathlete 6:58pm via TweetChat](#)

@[CollegeChat](#) I think the process is FAR more valuable when the student athlete is engaged in the process..too often 1/2 [#collegechat](#)



[PHSCouns 6:58pm via TweetChat](#)

RT @collegeathlete: Pitfalls--if you act childishly or without thought, it stays out there on social media....forever! #collegechat



[CollegeChat 6:57pm via TweetChat](#)

Q6. Do high school students need to go through the expense of belonging to fee based online recruiting sites? #collegechat



[CollegeChat 6:56pm via TweetChat](#)

RT @collegeathlete: It actually is even more specific by sport--football and basketball have different guidelines for example #collegechat



[collegeathlete 6:55pm via TweetChat](#)

@CollegeChat it actually is even more specific by sport--football and basketball have different guidelines for example #collegechat



[EricCDobler 6:54pm via TweetChat](#)

RT @CollegeChat: @collegevisit No. Not at all. Best thing to do. It's how my daughter ended up at her college. #collegechat



[collegeathlete 6:54pm via TweetChat](#)

I completely understand why folks get confused with all of this...that's why the NCAA rule book is so thick! #collegechat



[CollegeChat 6:53pm via TweetChat](#)

@collegeathlete And for D1 they can't respond to Sept 1 of Junior year, is that right? But D2 and D3 earlier? #collegechat



[collegevisit 6:53pm via TweetChat](#)

@[CollegeChat](#) @[collegeathlete](#) Fascinating - thanks for the info! [#collegechat](#)



[CollegeChat 6:52pm via TweetChat](#)

@[5redheads](#) Love to hear more. Try to ping you later. [#collegechat](#)



[collegeathlete 6:51pm via TweetChat](#)

@[collegevisit](#) you can send a link to a You Tube video at anytime...its just whether a coach is permitted to respond.. [#collegechat](#)



[CollegeChat 6:51pm via TweetChat](#)

@[collegevisit](#) No. Not at all. Best thing to do. It' s how my daughter ended up at her college. [#collegechat](#)



[collegeathlete 6:51pm via TweetChat](#)

2/2 who can't keep up with their classmates--it hurts their grad rates. [#collegechat](#)



[collegeathlete 6:50pm via TweetChat](#)

@[lambea2004](#) Ivy League is D I...think about it...admissions staff have little incentive to admit students to D3 schools 1/2 [#collegechat](#)



[CollegeChat 6:50pm via TweetChat](#)

RT @[5redheads](#): An overlooked athletic option is NAIA. I have a son running NAIA and getting scholarship money. Worked for him. [#collegechat](#)



[collegevisit 6:50pm via TweetChat](#)

Is it against the rules for a student to send a coach a link to his/her YouTube video success? [#collegechat](#)



[collegeathlete](#) 6:49pm via TweetChat

@[CollegeChat](#) focus on adding value to your profile...help the coach see a side of you he/she wouldn't necessarily see.. [#collegechat](#)



[5redheads](#) 6:49pm via web

An overlooked athletic option is NAIA. I have a son running NAIA and getting scholarship money. Worked for him. [#collegechat](#)



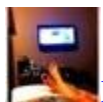
[CollegeChat](#) 6:49pm via TweetChat

@[lambea2004](#) I think @[collegeathlete](#) meant specifically D3. [#collegechat](#)



[CollegeChat](#) 6:48pm via TweetChat

What are the best practices for a hs athlete using Twitter? Facebook? [#collegechat](#)



[lambea2004](#) 6:47pm via Twitter for iPad

@[collegeathlete](#) Perhaps-But NESCAC and Ivy coaches still have pull in the process... Especially if you are a program changer. [#collegechat](#)



[collegeathlete](#) 6:47pm via TweetChat

The Big 3 are Twitter, Facebook and YouTube...nothing else has come close.. [#collegechat](#)



[tsceggel](#) 6:46pm via TweetChat

RT @[collegeathlete](#): Pitfalls--if you act childishly or without thought, it stays out there on social media....forever! [#collegechat](#)



[CollegeChat 6:46pm via TweetChat](#)

What social media sites other than Youtube do you recommend hs athletes participate in?
[#collegechat](#)



[CollegeChat 6:45pm via TweetChat](#)

[@collegeathlete](#) Youtube is how my older daughter was recruited. In 10 minutes or so.
[#collegechat](#)



[collegeathlete 6:45pm via TweetChat](#)

yes, for D3... [#collegechat](#)

es, for D3... [#collegechat](#)



[collegeathlete 6:44pm via TweetChat](#)

More schools are "live streaming" their games so they can be seen online from anywhere...
[#collegechat](#)



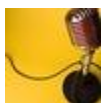
[CollegeChat 6:44pm via TweetChat](#)

RT [@collegeathlete](#) You Tube is HUGE! Post a video online, tag it with the words that coaches look for, & be seen by millions.. [#collegechat](#)



[CollegeChat 6:44pm via TweetChat](#)

For D3? RT [@collegeathlete](#): coach cannot influence the admissions process anymore -- athletes = same as other students [#collegechat](#)



[collegeathlete 6:43pm via TweetChat](#)

@[CollegeChat](#) You Tube is HUGE! Post a video online, tag it with the words that coaches look for, and be seen by millions.. [#collegechat](#)



[jhiscock](#) 6:43pm via [TweetDeck](#)

Good reminder... RT @[collegeathlete](#) If you act childishly or without thought, it stays out there on social media....forever! [#collegechat](#)



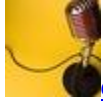
[shashmc](#) 6:43pm via [TweetChat](#)

RT @[collegeathlete](#): It is important to know that the rules differ between Divisions I, II and III, and have been very fluid. [#collegechat](#)



[CollegeChat](#) 6:42pm via [TweetChat](#)

Q5. How has social media helped get student athletes recruited? Is Youtube helping? Twitter feeds of club games? [#collegechat](#)



[collegeathlete](#) 6:42pm via [TweetChat](#)

@[lambea2004](#) the coach cannot influence the admissions process anymore -- athletes have to be treated the same as other students [#collegechat](#)



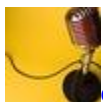
[CollegeChat](#) 6:41pm via [TweetChat](#)

RT @[collegeathlete](#): Pitfalls--if you act childishly or without thought, it stays out there on social media....forever! [#collegechat](#)



[collegeathlete](#) 6:41pm via [TweetChat](#)

Pitfalls--if you act childishly or without thought, it stays out there on social media....forever!
[#collegechat](#)



[collegeathlete](#) 6:40pm via [TweetChat](#)

challenges include what to share on a public site that reveals you and your program but doesn't give away "trade secrets" 1/2 [#collegechat](#)



[CollegeChat 6:39pm via TweetChat](#)

Good question. RT @lambea2004: At DIII level, will the coach support the student-athlete in the admissions process. [#collegechat](#)



[CollegeChat 6:38pm via TweetChat](#)

@collegeathlete please discuss challenges and pitfalls [#collegechat](#)



[lambea2004 6:38pm via Twitter for iPad](#)

“@collegevisit: What questions should ...[#collegechat](#)” At DIII level, will the coach support the student-athlete in the admission's process.



[CollegeChat 6:38pm via TweetChat](#)

RT @briannemcd: as a recruit myself, I would encourage students to consider the entire school not just the athletic program [#collegechat](#)



[collegeathlete 6:38pm via TweetChat](#)

@briannemcd could not agree more! [#collegechat](#)



[collegeathlete 6:37pm via TweetChat](#)

Q4..the jury's still out on whether its being used successfully...but it does create challenges and has pitfalls [#collegechat](#)



[CollegeChat 6:37pm via TweetChat](#)

@collegevisit and how many have done internships? [#collegechat](#)



[briannemed 6:37pm via Twitter for iPhone](#)

[#collegechat](#) as a recruit myself in my undergrad, I would encourage students to consider the entire school not just the athletic program



[CollegeChat 6:36pm via TweetChat](#)

Q4. Has social media changed high school athlete recruiting for the better? [#collegechat](#)



[CollegeChat 6:35pm via TweetChat](#)

@[collegevisit](#) Ask about how many athletes on team study abroad, are in elected office, are in greek system. [#collegechat](#)

[collegeathlete 6:35pm via TweetChat](#)

2/2 they want to keep all recruits "on the hook" as long as possible... [#collegechat](#)

[collegeathlete 6:34pm via TweetChat](#)

@[collegevisit](#) true, but its often hard to get coaches to tell them where they stand...until they get their top recruits...1/2 [#collegechat](#)

[collegevisit 6:33pm via TweetChat](#)

RT @[CollegeChat](#): @[collegevisit](#) HS students who are prospects should definitely be asking where they stand in recruiting class.. [#collegechat](#)

[shashmc 6:32pm via TweetChat](#)

RT @[collegeathlete](#): @[IvyEyesEditing](#) ask about how many athletes actually graduate in 4 years... [#collegechat](#)

[collegeathlete 6:32pm via TweetChat](#)

@[URCollegeSource](#) Stanford may assign slots to certain teams...they earlier the prospect knows, the earlier they can commit [#collegechat](#)

[CollegeChat 6:32pm via TweetChat](#)

@[URCollegeSource](#) Depending on sport coaches identify athletes very early. [#collegechat](#)

[collegeathlete 6:31pm via TweetChat](#)

@[IvyEyesEditing](#) ask about how many athletes actually graduate in 4 years... [#collegechat](#)

[CollegeChat 6:31pm via TweetChat](#)

RT @[collegeathlete](#): an athlete should talk to more than just the coach --so important that they get more than one perspective [#collegechat](#)

[jjhoster 6:31pm via Echofon](#)

Happening NOW: [#CollegeChat](#) - Social Media's Role Recruiting HS Athletes [shar.es/qbmTz](#)

[URCollegeSource 6:31pm via HootSuite](#)

[#collegechat](#) one of my students heard from Stanford that they had filled 2 spots on golf team for 2013 class. Seems early!

[collegeathlete 6:31pm via TweetChat](#)

@[collegevisit](#) an athlete should talk to more than just the coach --so important that they get more than one perspective [#collegechat](#)

[CollegeChat 6:30pm via TweetChat](#)

@[collegevisit](#) HS students who are prospects should definitely be asking where they stand in recruiting class... [#collegechat](#)

[CollegeChat 6:30pm via TweetChat](#)

@[collegeathlete](#) So, its positive for college team/coaches to use social media to share whats going on with their teams? [#collegechat](#)

[IvyEyesEditing 6:29pm via TweetChat](#)

RT @CollegeChat: Good Question! RT @collegevisit: What questions should an athlete ask a coach on a college visit? [#collegechat](#)

[collegeathlete 6:29pm via TweetChat](#)

There are regulations regarding scouting and overnight visits...they differ from Division I to Division III.. [#collegechat](#)

[collegevisit 6:29pm via TweetChat](#)

@CollegeChat Thanks, you know that's my favorite subject! Have wanted to know more about athletes for a while. Glad you have [#collegechat](#)

[CollegeChat 6:29pm via TweetChat](#)

@briannemcd Regs are different for D1, D2 & D3. Need to go to NCAA web site and check out rules. [#collegechat](#)



[collegeathlete 6:28pm via TweetChat](#)

Let me explain...social media should be used as a way to engage prospects and tell them about the environment you coach in [#collegechat](#)



[CollegeChat 6:28pm via TweetChat](#)

Good Question! RT @collegevisit: What questions should an athlete ask a coach on a college visit? [#collegechat](#)



[CollegeChat 6:28pm via TweetChat](#)

Yes! RT @briannemcd: [#collegechat](#) @collegeathlete regulations include overnight visits and scouting? [#collegechat](#)



[briannemcd](#) 6:27pm via Twitter for iPhone

[#collegechat](#) @[collegeathlete](#) regulations include overnight visits and scouting?



[collegevisit](#) 6:27pm via TweetChat

What questions should an athlete ask a coach on a college visit? [#collegechat](#)



[CollegeChat](#) 6:26pm via TweetChat

Can you elaborate? RT @[URCollegeSource](#): if athlete can afford without scholarship, ate his chances better at D1 school? [#collegechat](#)



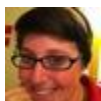
[collegeathlete](#) 6:26pm via TweetChat

@[CollegeChat](#) I think it adds to figuring out whether you think you will "fit in" with the culture of the team... [#collegechat](#)



[CollegeChat](#) 6:25pm via TweetChat

@[collegeathlete](#) So you like it when high school teams/clubs have Twitter feeds regarding their seasons & successes? [#collegechat](#)



[briannemcd](#) 6:25pm via Twitter for iPhone

@[collegeathlete](#) [#collegechat](#) is that often misinterpreted by students as disinterest?



[collegeathlete](#) 6:24pm via TweetChat

@[CollegeChat](#) tell me a story about your team using twitter or Facebook that I can't read in a press release... [#collegechat](#)



[URCollegeSource](#) 6:24pm via HootSuite

if athlete can afford without scholarship, are his chances better at D1 school? [#collegechat](#)



[CollegeChat](#) 6:24pm via TweetChat

RT [@collegeathlete](#): [@briannemcd](#) fortunately, most of the responsibility falls on the college coaches to do the right thing... [#collegechat](#)



[collegeathlete](#) 6:24pm via TweetChat

[@briannemcd](#) fortunately, most of the responsibility falls on the college coaches to do the right thing... [#collegechat](#)



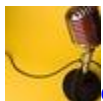
[CollegeChat](#) 6:23pm via TweetChat

How?? RT [@collegeathlete](#): find a way2 use social sites2 help a prospect delve more deeply into your team-tell us something new [#collegechat](#)



[briannemcd](#) 6:23pm via Twitter for iPhone

[#collegechat](#) is it the prospective students' responsibility to follow guidelines? How are they educated on the regulations?



[collegeathlete](#) 6:21pm via TweetChat

Best practice 4recruiters: find a way2 use social sites2 help a prospect delve more deeply into your team-tell us something new [#collegechat](#)



[EMjennielle](#) 6:21pm via TweetDeck

[#EMchat](#) RT [@collegeathlete](#): BP #1: Don't ever write something on a [#SM](#) site you wouldn't put in your college application [#collegechat](#)



[CollegeChat 6:21pm via TweetChat](#)

RT @collegeathlete:#1: Dont ever write something via social networking site you wouldnt put in your college application... [#collegechat](#)



[collegeathlete 6:20pm via TweetChat](#)

Best practice#1: Don't ever write something on a social networking site you wouldn't put in your college application... [#collegechat](#)

[collegeathlete 6:19pm via TweetChat](#)

Some FB pages are set up for anyone to "like" (think Coke or GM)...others only allow you access when the organizer approves u. [#collegechat](#)

[briannemcd 6:19pm via Twitter for iPhone](#)

@CollegeChat will do! Thanks [#collegechat](#)

[CollegeChat 6:18pm via TweetChat](#)

Q3. What are the best practices in for both recruiters and prospective athletes to use in technology and social media? [#collegechat](#)

[shashmc 6:18pm via TweetChat](#)

RT @collegeathlete: You can raise (and lower) your chances of finding a college team to play on through using social media... [#collegechat](#)

[CollegeChat 6:18pm via TweetChat](#)

@collegeathlete Got it. [#collegechat](#)

[CollegeChat 6:18pm via TweetChat](#)

@Mrs_Hamrick Great! Let me know if you have a question that you hear your students ask? [#collegechat](#)

[CollegeChat 6:17pm via TweetChat](#)

@[collegeathlete](#) Can you explain differences? [#collegechat](#)

[collegeathlete 6:17pm via TweetChat](#)

@[CollegeChat](#) yes, as long as the page is open to anyone (i.e. they were not "invited" in to the closed group) [#collegechat](#)

[briannemcd 6:17pm via Twitter for iPhone](#)

[#collegechat](#) can a student express their intent to enroll to a coach?

[CollegeChat 6:17pm via TweetChat](#)

RT @[collegeathlete](#): It is important to know that the rules differ between Divisions I, II and III, and have been very fluid. [#collegechat](#)

[Mrs. Hamrick 6:17pm via web](#)

[#collegechat](#) lurking to learn!!

[CollegeChat 6:17pm via TweetChat](#)

RT @[collegeathlete](#): Until a prospect signs 4 a D1 scholarship or pays their acceptance fee, no acknowledgement of prospect [#collegechat](#)

[collegeathlete 6:16pm via TweetChat](#)

It is important to know that the rules differ between Divisions I, II and III, and have been very fluid. [#collegechat](#)



[CollegeChat 6:16pm via TweetChat](#)

@[collegeathlete](#) Can the college coach "like" a high school team's FB page? [#collegechat](#)



[CollegeChat 6:16pm via TweetChat](#)

@[briannemcd](#) If you have a question please jump in. [#collegechat](#)



[collegeathlete 6:15pm via TweetChat](#)

Until a prospect signs for a scholarship (Div I), or pays their acceptance fee, there cannot be any acknowledgement of prospect [#collegechat](#)



[briannemcd 6:15pm via Twitter for iPhone](#)

[#collegechat](#) tuning in! Love this stuff! Perhaps I will just lurk since I don't have much info on recruiting!



[collegeathlete 6:14pm via TweetChat](#)

If the college team has a Facebook page that is open to any and all, it is permissible for a prospect to "like" the page [#collegechat](#)



[CollegeChat 6:14pm via TweetChat](#)

@[jhiscock](#) Thanks for joining us. [#collegechat](#)



[CollegeChat 6:13pm via TweetChat](#)

@[collegeathlete](#) Can college coaches interact with high school prospects on Twitter? What is considered a contact? [#collegechat](#)



[CollegeChat 6:13pm via TweetChat](#)

@[collegeathlete](#) Do you mean if the high school team or college team has a FB page? [#collegechat](#)



[collegeathlete](#) 6:12pm via TweetChat

College coaches should not "friend" a prospect on Facebook...however, if the team has a site that is open to all, that's ok... [#collegechat](#)



[CollegeChat](#) 6:11pm via TweetChat

@[GWPeterK](#) Hi Peter. Love to have them weigh in. [#collegechat](#)



[jhiscock](#) 6:11pm via TweetChat

RT @[CollegeChat](#): We will be getting underway in 10 minutes. Social Media's Role on Recruiting HS Athletes with @[collegeathlete](#) [#collegechat](#)



[shashmc](#) 6:11pm via TweetChat

RT @[CollegeChat](#): Q2. Can college coaches "friend" students on FaceBook? What are the guidelines? [#collegechat](#)



[CollegeChat](#) 6:11pm via TweetChat

Q2. Can college coaches "friend" students on FaceBook? What are the guidelines? [#collegechat](#)



[GWPeterK](#) 6:10pm via Twitter for iPhone

I'm sure our @[GW_AD](#) & headcoaches on twitter can weigh in. @[CollegeChat](#): Q1. How has social media changed athletic recruiting? [#collegechat](#)



[CollegeChat](#) 6:10pm via TweetChat

RT @[collegeathlete](#): If you show poor character or judgement in your social networking, that can really discourage coaches [#collegechat](#)



[collegeathlete](#) 6:09pm via TweetChat

If you show poor character or judgement in your social networking, that can really discourage coaches from pursuing you.. [#collegechat](#)



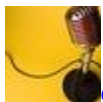
[CollegeChat](#) 6:07pm via TweetChat

How? RT @[collegeathlete](#): You can raise (& lower) chances of finding a college team to play on through using social media... [#collegechat](#)



[collegeathlete](#) 6:07pm via TweetChat

yes --a college coach cannot directly contact a recruit on social media (instant message, etc) or reference them in a "tweet" [#collegechat](#)



[collegeathlete](#) 6:06pm via TweetChat

You can raise (and lower) your chances of finding a college team to play on through using social media... [#collegechat](#)



[CollegeChat](#) 6:06pm via TweetChat

Are there new rules to govern how a high school athlete and college coaches/recruiters can interact? [#collegechat](#)



[CollegeChat](#) 6:05pm via TweetChat

RT @[collegeathlete](#): Social Media has engaged prospects and coaches in new ways, including providing an insider look [#collegechat](#)



[collegeathlete](#) 6:04pm via TweetChat

Social Media has engaged prospects and coaches in new ways, including providing an insider look into team or a player's mindset [#collegechat](#)



[CollegeChat 6:02pm via TweetChat](#)

Q1. How has social media changed athletic recruiting? [#collegechat](#)



[CollegeChat 6:02pm via TweetChat](#)

If anyone has a question for [@collegeathlete](#) please let me know. I have a bunch to ask so the first is coming up now... [#collegechat](#)



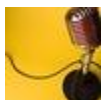
[collegeathlete 6:02pm via TweetChat](#)

my pleasure... [#collegechat](#)



[CollegeChat 6:01pm via TweetChat](#)

Hi Karen. Thanks for taking out the time to talk about the new world of recruiting with social media [#collegechat](#)



[collegeathlete 5:58pm via TweetChat](#)

Hello to all..glad to be joining you to talk social media and recruiting. [#collegechat](#)



[CollegeChat 5:56pm via TweetChat](#)

Our guest is Karen Weaver, EdD, Dir of Athletics for Penn State &TV color analyst ESPN, CBS College Sports &Big Ten Network, [#collegechat](#)



[collegeathlete 5:53pm via web](#)

Looking forward to being part of [#collegechat](#) this evening...