
USAR-IP NEWS

SOCIAL MEDIA RULES AND ETIQUETTE



Social media technologies are Internet based platforms that allow users to create content and share it with other users. Although social media can be accessed from any device with an internet connection, the majority of people, including athletes, access these platforms from mobile devices.

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NOTHING IS PRIVATE ON SOCIAL MEDIA

It is important to remember that even if you have your account set on private, the content you post can still become public. Through screenshots and apps that save pictures on platforms that promise disappearing content like Snapchat, your content can easily be transmitted. Additionally, programs and apps that promise anonymity like Yik Yak and After School can still be traceable. Companies have been known to provide IP data (information that can allow your digital activity to be traced)

SOCIAL MEDIA PLATFORMS

As a coach /instructor it is important that you familiarize yourself with the various types of social media platforms. Although coaches/instructors may not like social media, the popularity of the medium indicates that these different platforms are here to stay.



FACEBOOK

Facebook is the most popular platform by far. With approximately one in every 7 people on the planet accessing it daily. Facebook is the most popular social media site for adults and seniors. People connect with other users termed “friends” and there are no character restrictions on content. Content is shared by “liking” posts created by other users, termed “friends,” or “sharing” this content with one’s Facebook friends. Facebook also has an event planning tool that can be a great resource for notifying people of events. Facebook requires that all requests to “friend” another individual be approved, although “liking” a business or fan page can usually be done without such approval.

WHY DO ATHLETES USE FACEBOOK ?

Connecting with friends and family

Posting photo albums

Accessing information on businesses, organizations, and musicians

Sharing life events (jobs, schools, relationships)

Sharing external content (links, videos, ect.)



TWITTER



Twitter is a very popular platform in the sports industry because of its real-time element. Twitter allows users to post messages, or “tweets,” of no more than 140 characters. Because of this capability, Twitter is often the first place people go when seeking immediate information, which lends itself well to sports, as many teams post game updates, scores, and news, immediately to Twitter.

WHY DO ATHLETES USE TWITTER?

Real-time interaction

Increased interaction with businesses/organizations

Condensed, concise statements

Shows more of their public identity as opposed to their "friend" identity

Twitter is great for promoting organizations, events, topics of debate and social movements through the use of hashtags



INSTAGRAM



Instagram offers video capabilities up to 1 minute. Similar to Twitter, users can configure their account to approve followers, and private accounts are more common on Instagram than Twitter. “Liking” a photo or video involves selecting a heart icon. Instagram also offers the ability to comment on photos as well as the ability to private message other users. To use the private message function, users must be following one another. Instagram is often more personal than Facebook, by allowing users to keep up a daily photo log.

Why do people use Instagram?

Acts as a digital photo log

Allows users to share their daily experiences

Allows users to follow people's lives on a more personal level



SNAPCHAT



One reason that Snapchat is so popular is that content disappears shortly after being opened. This creates a false sense of security for some people who think that their content can't be traced. However, there are apps that can be downloaded to save snaps, and screenshots also can be used as well. There have been several athletes and coaches along with teachers who have experienced very unfortunate consequences based off of **snaphats**.

WHY DO PLAYERS USE SNAPCHAT?

Simplified picture (MMS) messaging

Erasure of sent content makes it more akin to a face-to-face conversation, as messages appear to not be saved

Sharing experiences on a moment-to-moment basis

Usually, personal communication between friends and family is what it is used for. Users don't have a public profile.



OTHER PLATFORMS



There are a multitude of mobile applications that can be used to create and share content. Some of the more popular ones among young adults and teens are Kik, Vine, and Periscope. With Kik, users send messages to each other, which generally lead to communication on other platforms. Vine and Periscope have value for organizations in sharing content. However, with Periscope, because it involves live-streaming, organizations need to make sure they are not violating any media broadcast agreements when they stream content. One other app to be mindful of is Yik-Yak, which allows for anonymous postings in localized areas. This app is very popular with teens and has been used for cyberbullying. Many schools have configured their wi-fi networks so that access to Yik-Yak is not allowed. Although predicated on anonymity, there are cases where Yik-Yak has turned over IP addresses.

GUIDELINES FOR USING SOCIAL MEDIA

• **Pause before posting** – Count to 20 or wait 60 seconds before rushing to post something on social media. Most social media issues can be avoided by avoiding the urge to spontaneously vent about a disagreement with a teammate or post what is perceived at the moment to be a “silly” picture. Teach athletes to get in the habit of using the pause to fast-forward into the future and envision what their life would look like if the post went viral and how it might be interpreted by people who don’t know them, such as potential future coaches or employers. Also remind athletes that anything they post on social media is permanent and will be available to see by millions of other people.

• **Social media “black out” times** – Set aside times when athletes will not be allowed to use social media. Coaches should consider banning social media use in the few minutes before and after training and competing. Before events athletes should be focused on listening to their coaches and thinking about how they will practice or the role they are expected play during the competition. Immediately after training or competition is typically the moment when athletes are most emotional and therefore vulnerable to making a spontaneous and poor decision about social media use. Coaches might decide to extend the “black out” time from 30-60 minutes post-event to allow athletes time to calm down before jumping back on to social media.

In the end, coaches should neither try to control nor monitor all of their athletes’ social media use. The effort will prove futile and drain precious coaching energy and time. Instead, make it a priority to learn about current trends in social media use and establish some social media guidelines. Successful coaches focus on guiding instead of controlling, and the best strategy is to regularly educate athletes about appropriate and responsible social media use – lessons that will serve them well both in and out of sport.

“LIVE YOUR LIFE DON’T TWEET YOUR LIFE”

Petroff

A LIST OF DO AND DO NOTS WHEN USING SOCIAL MEDIA

1. **Assume nothing is private**, ever. If you are putting your thoughts on the internet, there is no “invasion of policy.”
2. **Remember that your audience is vast, and unknowable.** You have no idea who will ever see what you write on the internet. Anyone from your best friend on the team, to your head coach, to your biggest rival, to your teachers can see what you post. Keep in mind that what you say can be seen by the world. Be wise.
3. Stay away from political, religious, sexual and racial statements. Although you may think your statements and beliefs are harmless they may be interpreted differently by other athletes, parents, administrators and fans.
4. **Do not discuss injuries**, either yours or that of any of your teammates.
5. **Do not post pictures** from the locker room, practice or game without the permission of the Coach/Instructor.
6. Do Not Complain about your coaches, or teammates. **Talk to them directly**

What Should You Post?

- 1. Say thank you.** This is always a good option. Teach student-athletes to take time to thank those who support them, like teammates and family for example.
- 2. Support others.** Athletes can provide a positive example for other athletes sending positive messages about their peers in other sports or activities at school.
- 3. Share news and humor.** Social media is meant to be fun. Join in conversations and share things you find interesting or entertaining.
- 4. Engage in discussion with those you admire.** Prior to social media, it was difficult to interact or even hear from famous people that student-athletes admire. But now, they can follow them on Twitter and learn what they're talking about and even interact with them. Remember you and your athletes may be considered as special personalities in your sport and in your area.
- 5. Post anything consistent with your personal brand (how you want to be seen).** Again, how do you want to present yourself in public?

**REMEMBER THE USE OF SOCIAL MEDIA IS A PRIVILEGE
NOT A RIGHT**

As the member of a team, or even as a student, the athlete is subject to the rules of the team, the club or the instructor.





USA Racquetball

Instructor Program Certification

USA Racquetball has created a certification program targeted toward developing and certifying potential instructors for health clubs, fitness centers, schools and universities. The course provides essential information for conducting successful group teaching clinics. The coaching element of the program follows continuing education guidelines of the United States Olympic Committee Coaching Program, and all elements of this new, innovative and exciting approach will prepare potential instructors to provide top quality professional instruction.

Level 1- Basic (\$120.00)

Includes online course/course manual/certification
Initial certification is for a three-year period

Benefits:

- 1- Class A Level Insurance approved by the USOC which INCLUDES sexual harassment coverage.
- 2- Continuing On-Line Education which includes video instruction.
- 3- Endorsed by the IRT and LPRT.

Level 2 or 3- Advanced/Elite (\$220.00)

Includes live seminar/online course/course manual/certification
Initial certification is for a three-year period

This program also includes:

- Lectures, Discussions and Team Building
 - Written and Practical Test
 - Hitting Test
 - Demonstration of Drills to Students
 - Video Analysis
- Teaching a Lesson and Lesson Plans

Benefits:

- 1- Class A Level Insurance approved by the USOC which INCLUDES sexual harassment coverage.
- 2- Continuing On-Line Education which includes video instruction.
- 3- Endorsed by the IRT and LPRT.
- 4- On-Going Mentoring with one of the Master Professionals.



USA RACQUETBALL

INSTRUCTOR LEVELS & REQUIREMENTS



CERTIFICATION REQUIREMENTS

	Background Check	3 Safe Sport Courses	10 Benchmark Courses	Access to Master Professional	Practical Hitting Test	Write & Conduct 1 Hr Lesson	Video Analysis	Passing Grade
Level 1 Instructor <i>Youth/College/Beginner/Rec/Club Level</i>	x	x	x					

Level 1 Instructor
Youth/College/Beginner/Rec/Club Level

Level 2 Instructor <i>Advanced/Coach</i>	x	x	x	x	x	x		80%
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Level 2 Instructor
Advanced/Coach

Level 3 Instructor <i>Elite/Coach</i>	x	x	x	x	x	x	x	90%
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Level 3 Instructor
Elite/Coach

RECERTIFICATION REQUIREMENTS

	Background Check	Continuing Education Units
Level 1 Instructor <i>Youth/College/Beginner/Rec/Club Level</i>	x	2

Level 2 Instructor <i>Advanced/Coach</i>	x	3.5
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Level 3 Instructor <i>Elite/Coach</i>	x	3.5
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LEVEL ONE- CERTIFICATION

- 1 year USAR-IP Membership- \$75 per year
- Level One Course -\$120

LEVEL TWO- CERTIFICATION

- 1 year USAR-IP Membership- \$75 per year
- Level Two Course -\$220
- Upgrade -\$100*

LEVEL THREE- CERTIFICATION

- 1 year USAR-IP Membership- \$75 per year
- Level Three Course -\$220
- Upgrade -\$100*

LEVEL ONE- RECERTIFICATION

- Level One Recertification (every 3 years) - \$25
- Maintain Valid CPR Certification
- Background Check Resubmission
- (2) CEU's across the 5 Learning Centers
- Maintain Valid USAR-IP membership

LEVEL TWO- RECERTIFICATION

- Level Two Recertification (every 3 years) - \$25
- Maintain Valid CPR Certification
- Background Check Resubmission
- (3.5) CEU's across the 5 Learning Centers
- Maintain Valid USAR-IP membership

LEVEL THREE- RECERTIFICATION

- Level Three Recertification (every 3 years) - \$25
- Maintain Valid CPR Certification
- Background Check Resubmission
- (3.5) CEU's across the 5 Learning Centers
- Maintain Valid USAR-IP membership

*Upgrade: Level 1 Instructor to a Level 2 or 3 Instructor requires an additional \$100 on top of the Level 1 cost already paid.

What is the difference between AMPRO and the USAR instructors Program? Many players and coaches think all certification programs are the same. Think again. Check it out!!!!

DOES YOUR PROGRAM COMPARE?

USAR	AMPRO
Insurance-5 million per event aggregate -2 million per occurrence	Insurance- 3 million per event aggregate. - 1 million per occurrence
-1 million sexual abuse	* - no sexual abuse coverage
Extensive continuing education	Limited continuing education
Recertification to maintain standards	No recertification
Instructor TV channel	No TV channel
Mobile applications	No mobile applications
Recognized by USOC	Not recognized by USOC
Partners- USOC coaching dept, American Sports Education Program, Dartfish Integrated Coaching	No U.S. Partners
Extensive resource library	No resource library
USAR	AMPRO
Over 100 print articles and materials-all available on line	No online print material
Numerous online instructional videos	No online instructional videos
Instructors can download video to USAR-IP TV for evaluation	No on line evaluation
Safe sport education (USOC)	No USOC safe sport education
Articles and manuals in Spanish	No instructional articles in Spanish
Dedicated web site	Limited web site
Access to American Association Of Sports and USOC Coaching libraries	No access to outside resources
Separate manuals for Resistance Training, Safe Sport, Coaching and Collegiate Instruction	No associated manuals