



Permissible:

- Accept/request being a “friend” or “follow” a prospect and his/her parents at any time or follow/like a page dedicated to disseminating information about a specific team provided you don’t like/retweet any individual post.
- Use the private/direct “message” feature to correspond with a prospect beginning the first permissible date to send recruiting correspondence (Swim/Dive, Cross Country, Track & Field: impermissible if coaching staff is aware that prospect receives direct messages as text messages)
- Generic information such as locations visited (high school, town, attending contest). “Visited West High School today”
- Make non-athletics related public comments to coaches such as “Happy Birthday” or “Congrats on your new child”
- Post statuses about general team and KU information that is available to the public (i.e., team scores, facility updates)
- Comment generally on countable athletically related activities (i.e., “Team really worked hard today”)
- Using standard photo altering functions (i.e., cropping, red-eye reduction, filters, color correction, etc.)
- Post photos or videos not created/altered for recruiting purposes
- KAI staff may post only about son/daughter who is prospect-aged and his/her contests or congratulations messages
- Post content regarding preseason off-campus practice activities only if the practice activities are held at a site your program typically uses for preseason practice activities (i.e., multi-year contract has been signed with facility)
- Post content regarding out-of-season skill instruction after the skill instruction has taken place
- Sports other than Swim/Dive, Cross Country, Track & Field, Football: May send photos via Snapchat to prospects, provided the photo is private, beginning September 1 of the prospect’s junior year in high school (similar to texting)

Impermissible:

- Write on “wall”, “like” posts, “comment” on posts, use “chat” feature, link articles featuring the prospect prior to the prospect signing an NLI, AGIA, deposit of admissions (must be validated by Compliance/Athletics Financial Aid)
- To mention “@” a prospect, retweet a prospect’s tweet, retweet article links featuring prospects, favorite a tweet, like a photo/video, or reply to a prospect’s tweet prior to the prospect signing an NLI, AGIA, deposit of admissions with KU (must be validated by Compliance/Athletics Financial Aid)
- Personalizing photos/videos for recruiting purposes
- Post a prospect’s name, specific comments about their club team/high school name or facility being used by prospects while recruiting . “Central High School has some really good players that could make KU better” is not permissible
- Mention a high school team or coach, including posting a picture without comment. This includes athletics-related posts directed towards coaches.
- Post content regarding voluntary out-of-season skill instruction
- Swim/Dive, Cross Country, Track & Field, Football : Sending photos via Snapchat to prospects prior to signed NLI.