Social media training works best for student-athletes, study shows

17 March 2015, by Brian M. Mullen

"Social media educational sessions are generally mandatory for college athletes, yet little scholarly work to date has investigated how college athletes perceive this training," said Jimmy Sanderson, assistant professor in Clemson's department of communication studies.

Understanding college athletes' social media use and perceptions about social media training will offer important insights for athletic department personnel, coaches and social media consultants to ensure that social media education is fully optimized.

"Student-athletes appear to be willing to receive social media education so long as it is tailored to their actual habits and includes their input," Sanderson said. "There also appears to be a need for more consistent follow-up and less reliance on monitoring software that may be excessive and overburdensome."

The researchers note that athletic department administrators, coaches and others tasked with social media education need to listen to the voices of college athletes and integrate their feedback into this process.

"If they do so, college athletes will have a more rewarding and meaningful experience with social media education," Sanderson said.


Provided by Clemson University