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How Scott Frost Uses Social Media

“A recruit's social media history is one of the most important things Scott Frost evaluates to determine character,” quoted USA Today on June 21, 2018. “For any player Frost and other college coaches are hoping to bring in, there is now an online billboard for most players right at their fingertips. Or, as Frost put it at the Huskers’ camp recently, a résumé.”

“Aside from GPA, when we’re recruiting kids, the next thing we’re going to look at is what kind of kid the person is,” Frost said, [per the Omaha World-Herald](#). “And part of that is looking through every ounce of social media we can possibly look at. So if some kid tweeted something four years ago that’s bad, we’re going to know about it.”

“And I’ll tell you this right now — if there’s anything negative about women, if there’s anything racial or about sexuality, if there’s anything about guns or anything like that, we’re just not going to recruit you, period. Piece of advice for you — what you put on social media, that’s your résumé to the world. That’s what you’re trying to tell the world you’re all about. That’s how you’re advertising yourself. Be smart with that stuff.” As the World-Herald reported, Frost said prospects should not tweet anything their moms wouldn’t be okay reading. “We will quickly drop somebody if there’s something bad on there,” Frost reiterated about social media.

It’s clear that Coach Scott Frost has certain rules in place and a clear idea of the types of people he wants to bring in. His advice should apply to anybody who logs into a social media account.

In an age where children are using the internet on a daily basis, parents need to be aware of technology changes and help guard their children’s safety online. It is important parents take a proactive approach toward protecting their children in a technology-rich environment:

- Communicate with your child. Have a conversation with your child about internet safety beforehand and keep the lines of communication open.
- Determine what your child is doing online. Discuss with your child what sites he or she looks at and whether social networking sites used.
- Make sure your child’s screen name does not reveal personal information, such as name, age, hometown, or school.
- Monitor online activity. Parents should periodically review the history of online activities. Additionally, parents should consider setting their browser security to reduce the potential exposure to pornography or other inappropriate materials. Use filtering software.
- Place computers in a central location. Insist all cell phones go in a kitchen cabinet at night. Parents should only allow internet access in a central location of the home, such as a living room. Avoid allowing internet access in secluded areas of the home, such as a child’s bedroom.

- Parents should assist children in establishing secure passwords. As a part of establishing secure passwords, tell children they are not to share passwords with anyone except their parents. Explain the financial and personal dangers of sharing passwords.
- Help the child realize that many people can see sites, including teachers, police, colleges, and potential employers.
- Model online respect. Parents should model appropriate online behavior as well as discuss with their children that foul language or name-calling is intolerable.

For more ideas about online protection, visit extension.unl.edu/publications and search for **G1878 “Protecting Children Online.”**

Source: Kathy Burr, Educator – UNL Extension.