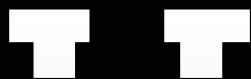


TM



**DILIGENCE**

RESPONSIBLE SOCIAL NETWORKING

# UDiligence™

**Being careless online hurts  
your athletes' futures &  
your school's reputation**

**We help  
Protect Both**

**a service that helps  
athletic departments:**

**manage risk**

**mentor athletes**

**protect reputations**

**project a positive image**





**MVP Sports Media Training® exclusively offers: UDiligence,™ the first and only web-based service that helps college athletic departments protect against potentially damaging posts on their student-athletes' Facebook, MySpace & Twitter pages. UDiligence acts as a proactive insurance policy that further protects the reputations of student-athletes and the image of schools.**

Helps schools defend against problems before they reach critical mass.



### **Protecting Athletes' Reputations on**

- Facebook
- Twitter
- MySpace

Costs just pennies/day per athlete, and is priced so that Division I, II, & III schools can all afford to protect the reputations of their student-athletes and the image of their school.

## **How it works**

UDiligence, automatically searches for potentially damaging written material on student-athletes' Facebook, MySpace and Twitter pages. UDiligence automatically notifies you by email should it find something questionable posted by one of your student-athletes.

## **Defend against damaging student-athlete social networking activity with UDiligence**

Do you know what your student-athletes are posting online? That is a question that is leaving more and more college athletic directors and sports information directors deeply concerned. With the recent trend of college students using and abusing social websites, their postings have generated controversy on dozens of campuses nationwide, damaging the image of the athletic department, the school and the student-athletes themselves.

This is not a problem confined to revenue sports or Division I schools. EVERY program at EVERY school in EVERY Division needs to be vigilant about what material their student-athletes are posting on these sites. No school or program is immune from the damage that can be caused by careless postings and poor decisions by maturing student-athletes. Many schools have chosen to have coaches or staff members spend part or all of their days manually combing through these sites. This is not only a waste of their time and ability, it is not an effective method for monitoring activity. However, given the vast majority of student-athletes have social websites, it is clear something has to be done. Poor decisions by student-athletes result in negative headlines for universities.