



COMPLIANCE WEEKLY UPDATE

iPhone Tapbacks

What is a Tapback? On the new Apple mobile operating system, iOS 10, there is a new messaging function that allows you to *react* to a text message similar to social media. So if you receive a text message, instead of typing back “HAHA” to the sender, you can click the HAHA Tapback button, among other options like; thumbs up, thumbs down, heart, etc.

Click, don’t Type: As we have learned, we know it is permissible to **Click, not Type** on social media platforms, which the NCAA deems as permissible “actions of approval.” Although Tapbacks share almost the same exact characteristics as social media interactions, the Click, don’t Type exception is specific to public content, only, not private.

Meaning: It is impermissible to **Tapback** a prospective student-athlete who is not yet of age for you to initiate text messages to.

Therefore: In the example here, if a prospective student-athlete who is not yet of age for you to respond to, texts you (regardless of doing so without your direction), it would be an NCAA violation for you to Tapback their text.

The NCAA has deemed Tapbacks a form of electronic correspondence, rather than an “action of approval,” because a Tapback is private and the exceptions to Click, don’t Type, is reserved specifically for public posts.

Please let us know if you have any questions about this!

