



TCSJ
Professional Learning Center
Course Syllabus

School Year:

2025-2026

Name and Contact Information for the Instructor of Record

Paul Gose, valleyteachersgroup@gmail.com

Instructors of Course:

Paul Gose and Ken Rickard

Course Dates/Times:

Online, Asynchronous

Estimated hours to complete the course: (Approximately 15 hours per unit)

Option A=15 hrs Modules 1 - 3

Option B=30 hrs Modules 1 - 6

Option C=45 hrs Modules 1 - 9

Evaluation Criteria for Credit:

Participants are evaluated based on successful completion and submission of:

-Completion of all assignments and completion of “time log” of hour requirement selection (see options below).

-Upon completion a certificate of completion will be issued to be submitted to TCSJ for unit approval. **Option A=15 hrs 1 Unit-** to receive credit students must complete assignments 1-3

Option B=30 hrs 2 Unit-to receive credit students must complete assignments 1-6

Option C=45 hrs 3 Unit-to receive credit students must complete assignments 1-9

Assignments

Assignment #1 Orientation.

-Phone conversation or Zoom meeting with either Ken Rickard (209)648-4446 or Paul Gose (209)380-5546.

Assignment #2 Digital Landscape

- Understanding the role of social media in modern sports
- Opportunities and challenges for coaches on social platforms
- The “public vs. private” mindset: Is anything truly private online?

Assignment #3 Ethics and Professional Boundaries

- Professional codes of conduct and institutional policies
- Setting clear boundaries with athletes, especially minors
- The risk of blurred lines in coach-athlete relationships

Assignment #4 Legal Considerations and Risk Management

- Defamation, harassment, and liability issues online
- The permanence of online content
- Developing strategies for managing risk and responding to a crisis

Assignment #5 Crafting a Professional Social Media Strategy

- Defining coaching philosophy and brand voice
- Choosing the right platforms for communication and brand building

- Creating a content plan that is engaging and appropriate

Assignment #6 Positive Team Culture and Social Media

- Developing and implementing a team-wide social media policy
- Using social media to celebrate team success and build community
- [Addressing social media bullying among athletes](#)

Assignment #7 Advanced Communication Strategies

- Crafting posts that educate, inspire, and create engagement
- Using multimedia effectively: photos, videos, and live content
- Navigating platforms like LinkedIn, Instagram, and TikTok

Assignment #8 Engaging in the Wider Sports Community

- Professional networking online with colleagues and mentors
- Managing fan and parent communication on social media
- Handling online conflicts and negative feedback constructively

Assignment #9 Online Reputation and the future of Coaching

- Strategies for maintaining a positive online presence
- Reviewing your digital footprint
- Adapting to evolving social media trends and new technologies

Title of Course: Appropriate Social Media Presence for Coaches

Course Description:

This course provides an in-depth examination of the ethical, legal, and professional responsibilities coaches face in the digital age. Students will develop a comprehensive understanding of how to use social media strategically to enhance their professional brand while upholding the highest standards of integrity.

Direct instruction will be provided as identified through initial orientation and weekly check-ins based on learning objective/assignment progress.

Type of Course: 7000 Professional Learning & Leadership

Course Enrollment – How will people enroll? This course has open enrollment – please post on the TCSJ Professional Learning Center webpage – insert **enrollment link** for advertisement here: <https://valleyteachersgroup.com/courses-tcsj>

Course Participants: Anyone!

Course Enrollment Cost (if to be posted on PLC website – not unit cost):

Option A=15 hrs (1 Unit)- \$50

Option B=30 hrs (2 Unit)-\$100

Option C=45 hrs(3 Unit)-\$150

Primary Learning Outcomes

Participants will be able to:

- Analyze the ethical implications of social media use for coaches, including privacy, athlete relationships, and reputation management.
- Create a professional social media strategy aligned with coaching philosophy, institutional policies, and personal brand.
- Apply communication boundaries and best practices when interacting with athletes, parents, and fans.
- Develop a robust social media code of conduct promoting positive team culture.
- Execute strategies for creating engaging online content that educates and inspires.
- Manage online reputation and mitigate risks, including conflicts and permanent digital records.

Successful Course Completion: At the completion of the course, students who successfully finished the course will receive a certificate of completion that includes their name, course title and date

X Certificate

***** Unit rates subject to change without prior notice from TCSJ*****

This section to be completed by TCSJ Staff.

Approved by: Lori Morgan Date: 2/19/26

Units: varies by option chosen- 1-3 units

Price per Unit: \$85

Processed on (date): 2/19/26

Course: 7153a, b, c

Add to website? Yes

Added to Website (Initials, Date): 2/19/26 GS

Course Registration Form (to purchase units) Link:

<https://www.forms.teacherscollegesj.edu/valleyteachersgroup>

