

## Was Yuri Wright Wronged of a Scholarship Due to Twitter?



Yuri, a 4-star CB from New Jersey, had a promising college football experience ahead of him with the Michigan Wolverines until recently.

According to [ChatSports](#) who originally broke the story, upon an in depth look at Yuri Wright, Michigan school officials found that his Twitter activity was "racially and sexually unacceptable." Many from the sports industry think that Yuri was wronged, however, from a branding and marketing perspective I think it should teach other athletes a valuable lesson.

Yuri wasn't wrong to tweet to his 1,600 followers. But what many young people of his generation don't realize is that what you do on your personal time on social networks is **everyone's** business. Tweets are in the Library of Congress, anyone can read them - forever.

Social media is not private and more importantly, what you do on social networks says a lot about your personal brand. As young people apply to college, especially in the sports arena, schools are looking for students who will amplify the brand of their school. They are hoping that if they bring you in it will attract new talent and cast a shining light on the school. Just like getting a job, a potential employer looks at your personal brand to see what you have to offer, who you know, how you can amplify their brand, and will you bring a positive vibe to their company. Schools look at college recruitment in the same way.

Someone asked on the #yuriwright Twitter thread if it was ethical for the journalist to use his tweets in an article if his [Yuri's] tweets were protected? Ethics can be subjective, but the real point is that it doesn't matter. In this case, Yuri approved these people as followers. Many people are simply unaware of the implications of their online activities.

In looking at Yuri's tweets it seemed to exemplify that old stereotype of "dumb jock." But Yuri could be a whipper snapper of a student for all we know and may just want to "look cool" on Twitter to his friends/followers. However, "looking cool" just cost him a possible scholarship. Teens need to think before they tweet/post and ask themselves, is this post, tweet, photo, video, or link worth it?



This story, as it turns out, has a happy ending but not all do. Yuri was being looked at by several colleges, including Michigan, Rutgers, Notre Dame and CU. He has started a new Twitter account (smart!) and he has been recruited by Colorado (CU). He recently stated to ESPN, *'I made a huge mistake with vulgar tweets,'* no doubt he has learned his lesson and we hope other college hopefuls learn from him.