

Policy & Procedures Manual Wisconsin Swimming, Inc.



Policy 34: LSC Use of Social Media

Effective Date: October 22, 2019

Scope: Provide guidance to LSC committees, staff and membership on use of social media sites and applications such as Facebook, Twitter, Instagram, and others.

34.1 Background: Wisconsin Swimming believes social media is an effective method of communicating in today's market to reach members with event coverage, accomplishment acknowledgment, swimming motivation, swim resources and other LSC information. WI Swimming also acknowledges its expectation to uphold USA Swimming's Safe Sport guidelines

34.2 Goals and Intent:

- A. To promote member knowledge of Wisconsin Swimming events, resources and elected representatives.
- B. To motivate members towards swimming achievements.
- C. To illicit a positive attitude towards the LSC and its involvements.
- D. To create a community feel amongst LSC members.
- E. To broaden the membership's awareness of WI Swimming and USA Swimming nationally and internationally.
- F. To provide athletes and non-athletes with helpful apps, information and understanding.

34.3 Expectations and Content:

- A. Use social media in an appropriate manner for all athlete age levels/abilities.
- B. All social media posts will be positive in nature and empower athletes and their families.
- C. All social media posts will adhere to USA Swimming's safe sport guidelines
- D. All photographic posts will capture the general nature of the event not a specific swimmer unless specific permission is granted from the photographed athlete.
- E. WI Social Media platforms will be kept current and be active.
- F. Parental permission must be obtained for Athlete Representatives under the age of eighteen (18) to have admin privileges on any WI - LSC athlete-administered social media page

34.4 Involvement and Oversight:

- A. The WI Athlete Junior and Senior Reps and designated board member/athlete liaison will have access to all social media passwords and account information.
- B. Only currently elected junior and senior reps and the adult oversight such as WI General Chair or Athlete Liaison will have administrative privileges on WI LSC social media pages.
- C. All designated “posters” or admins for WI LSC social media will follow common sense guidelines and when in question check with another rep, designated adult or board member.
- D. Athlete Junior and Senior Reps will be the primary designated posters on WI LSC social media. Athlete reps may appoint a specific athlete social media designee as needed.
- E. A designated board member/athlete liaison will be designated to provide social media oversight. This person will be responsible for maintaining his/her own social media presence to observe WI LSC social media post in action.
- F. Designated posters will be kept to a minimum committee to ensure WI LSC branding and vision are consistent.
- G. LSC committees should provide information and material suitable for posting to the designated social media posters as needed.
- H. In order to post a picture in which a minor athlete’s face is prominent, it is necessary to obtain permission from that individual to post the picture on a social media site.

Date of Revision	Policy Section(s)	Changes Made
October 22, 2019		New policy established