

ARKANSAS SWIMMING, Inc.

Communications Policy & Social Media Management Guide

Last updated: April 2022

Introduction

The purpose of this document is to issue guidelines for consistent handling of Arkansas Swimming LSC social media accounts and posting best practices to ensure we protect the Arkansas Swimming brand. The objective of this document is to provide guidance on appropriate posting as well as guidance on what roles within the organization should have access to social media accounts.

This policy applies to the Executive Board of Directors, Board of Directors, Committee Chairs and Members, and employees of the Arkansas LSC. These persons will be collectively referred to as 'organization members and/or representatives' in the guidelines below.

Who Can Post

Authorization is needed to create and manage social media pages on behalf of Arkansas Swimming. Certain LSC positions will automatically be given permissions to post on social media accounts. Any person wishing to represent Arkansas not listed below will need to petition the Arkansas Executive Board of Directors (EBoD) in order to receive posting permissions and necessary logins. Any persons granted permission to access Arkansas social media account must follow the guidance of this document or permissions will be revoked.

Roles within Arkansas Swimming with posting permissions

- Delegated Users determined by General Chair and/or Administrative Chair
- Communications Specialist (if staffed)
 - Note: If a Communications Specialist is staffed, for consistency, Committee Chairs may choose to funnel appropriate social media through that role rather than post directly.

General Guidelines

ARSI social media accounts are a major aspect of the organization's communication and outreach to its members. It is imperative that all posts represent Arkansas in a professional and responsible light. Posts must be accurate, inclusive, and, most importantly, reflective of the Arkansas Swimming mission. Comments or community interaction, when allowed, must be monitored and the responsible person for the post must ensure responsiveness.

MAAPP applies to all electronic communications, including social media posts. Therefore, any and all communications from Arkansas Swimming social media accounts need to be posted within the hours of 8am and 8pm EST.

Content Guidance

- The tone of Arkansas Swimming (ARSI) posts should be informative, educational, or celebratory (when recognizing athlete or member achievements, as appropriate)
- Posts must be in line with ARSI mission statement.
- Posts must serve the greater good of ARSI membership; if content of a post applies to a specific club(s) rather than the LSC as a whole, it should be shared via the swim club's social media, as appropriate.
 - Questions to ask to help determine applicability to Arkansas LSC level business:
 - Is the post regarding a Arkansas event at the LSC level or above?
 - Central Zone?
 - Jr/Sr Championships?
 - Olympic Trials or USA Swimming topic?
 - Posts must not alienate or disenfranchise any portion of ARSI membership.
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- Users are asked to use judgment when determining the appropriate social media and/or communications platforms for LSC related content.
 - LSC-wide initiatives, events, communications, etc. should be posted to ALL platforms, including mailing list email distribution.
 - Examples include Arkansas-hosted meets, camps/clinics, special events, House of Delegates meetings, Town Halls, and the like.
 - Other content that may not necessarily require email communications and may be posted to social media platforms only.
 - Examples include photos or highlights from Arkansas-hosted meets, Athlete Committee posts such as "Wellness Wednesday" and similar topics.
- Committee Chairs and designated users own the ability to communicate via social media as appropriate.
 - If a user is unclear about the content of a post and its adherence to these guidelines (LSC-level information, for example), its relevance, or its appropriate level of

- communications exposure (email and/or social media, for example), reaching out to another EBoD member for guidance is both recommended and encouraged.
- Users should ensure posts align with their areas of expertise and responsibility. It is expected that all users with posting privileges remain within their individual “wheelhouse.”
 - For example, Age Group Committee Chair would not make a post about the Finance Committee’s happenings, even though both chairs have the ability to access ARSI social media and make posts.

Social Media Presence

Arkansas Swimming maintains the following social media accounts:

- Facebook - LSC Account
- Twitter - LSC Account (on pause as of 2021; directing to other social media)
- Instagram - LSC Account (linked to FB)
 - Instagram has multiple sharing options, most notably “Posts” and “Stories.” “Stories,” which last only 24 hours on the platform, may be used for “day in the life” snapshots and videos. As such, for the purposes of announcements and LSC business, “Posts” should be used. Website - social media feeds embedded and/or linked, when possible.

By request, Arkansas Swimming will support registered clubs in good standing, members, sponsors, and other LSCs by posting information to the LSC website or other appropriate media account.

Reciprocal posting to Arkansas-owned social media accounts is allowed by those same parties, with the following stipulations:

- Information must be factual and unique (no repeat posts)
- Information must be related to USA Swimming related activities or Arkansas Swimming or its sponsors
- All updates are subject to removal (without prior notice) by the page administrators or any member of the EBoD.

Copyrighted Content

Any and all images, videos, or other multimedia created by a second party must be cited. Anyone posting on behalf of Arkansas Swimming must obtain permission when using online material that includes direct or paraphrased quotes, thoughts, ideas, photos, music, recordings, and/or videos.

Media Requests

- Organization members and/or representatives and volunteers should not speak to the media on behalf of Arkansas Swimming without first contacting the General Chair. All media inquiries should be directed to the General Chair.
- Anything that might possibly trigger Crisis Management needs to be handled following the Crisis Management Process for Arkansas Swimming.
- Arkansas Swimming also maintains an emergency communications plan that takes precedence in all situations.

Negative and Abusive Comments

- Abusive comments will be documented and removed and/or reported
- Users posting false or inappropriate information are subject to being banned
- Complaints about posts should be sent to the webmaster for EBoD review

Advertisement Posting to Social Media

- Any posted advertisement must be connected to USA/Arkansas Swimming activities; therefore, all employment opportunities are limited to non-athlete/coach membership.
- Promotion of 'for profit' events or opportunities (swim clinics and the like, for example) within the LSC may be posted on the ARSI website and appropriate social media outlets beginning one (1) month prior to the event for a fee of \$250.00 per event. Alternatively, a company may advertise an unlimited number of events within the LSC for \$1,000.00 per swimming calendar year (September 1st through August 31st), upon approval of the EBoD, and with the stipulation that all posts fall in line with the guidance of this document.

Guidelines for Personal Social Media Usage

In the rapidly expanding world of electronic communication, *social media* can mean many things. *Social media* includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal website, social networking or affinity website, web bulletin board or a chat room, whether or not employed or affiliated with Arkansas Swimming, as well as any other form of electronic communication.

Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your performance, the performance of fellow organization members and/or representatives or otherwise adversely affects members, customers, suppliers, people who work on behalf of Arkansas Swimming or ARSI's legitimate business interests may result in disciplinary action up to and including removal from your position or membership within the Arkansas LSC.

1. Know and follow the rules.

Carefully read these guidelines, the Arkansas Swimming Statement of Principles on Ethical Behavior and Conflict of Interest, and ensure your personal postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks,

harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including removal from your position or membership within the Arkansas LSC.

2. Be respectful.

Always be fair and courteous to fellow organization members and/or representatives, customers, members, volunteers, suppliers or people who work on behalf of ARSI, and members of the Arkansas Swimming community. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, organization members and/or representatives, or suppliers, or that might constitute harassment or bullying.

Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

3. Be honest and accurate.

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about ARSI, fellow organization members and/or representatives, members, customers, suppliers, people working on behalf of ARSI or competitors.

4. Post only appropriate and respectful content.

- Respect financial disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so that they may buy or sell stocks or securities.
- Do not create a link from your blog, website or other social networking site to an ARSI website without identifying yourself as an Arkansas Swimming organization member and/or representative.
- Express only your personal opinions. Never represent yourself as a spokesperson for ARSI. If ARSI is a subject of the content you are creating, be clear and open about the fact that you are an organization member and/or representative and make it clear that your views do not represent those of ARSI, fellow organization members and/or representatives, customers, volunteers, suppliers or people working on behalf of ARSI. If you do publish a blog or post online related to the work you do or subjects employed with ARSI, make it clear that you are not speaking on behalf of ARSI. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Arkansas Swimming, Inc."

5. Using social media at work.

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by the General Chair or appropriate Vice Chair. Do not use ARSI email addresses to register on social networks, blogs or other online tools utilized for personal use.

6. Retaliation is prohibited.

Arkansas Swimming prohibits taking negative action against any organization member and/or representative or volunteer for reporting a possible deviation from this policy or for cooperating in an investigation. Any organization member and/or representative who retaliates against another organization member and/or representative for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including removal from your position within the Arkansas Swimming LSC.

7. Media contacts.

Organization members and/or representatives and volunteers should not speak to the media on behalf of ARSI without first contacting the General Chair. All media inquiries should be directed to the General Chair. ARSI also maintains an emergency communications plan that takes precedence in all situations.

If you have questions or need further guidance, please contact the General Chair. Contact info for the General Chair and other members of the Board of Directors and members clubs is provided in the following link: <https://www.teamunify.com/team/czaslsc/page/about-asi/bod--hod-members>

Arkansas Swimming, Inc.

CRISIS COMMUNICATION PLAN

1. Crisis Communication Team

- Primary – (A spokesperson shall be determined upon convening).
 - General Chair
 - *Administrative Vice Chair*
 - *Senior Vice Chair*
 - *Senior Athlete Representative*
 - *Safety Coordinator*
- Back-ups
 - *Secretary*
 - *Registrar*
 - *Age Group Vice Chair*
 - *Junior Athlete Representative*
- Situational – *Under certain circumstances, it may be necessary to bring in other members such as outside legal counsel as needed.*

2. Stakeholders:

- Board of Directors – emails and phone numbers are available to all members
- Clubs – contact emails and phone numbers through permanent office
- Coaches – network emails through permanent office; use web site as well
- ARSI Membership – use ARSI web site
- Media/Public – contact local television networks as appropriate (within each region including, but not limited to: Southwest, Central, Southeast, Northeast, Northwest)

3. Process

- General Chair gathers and confirms all the information from relevant sources
 - a. Determine what happened, when and where
 - b. Determine who is affected
 - c. Identify cause
 - d. Determine reaction to incident and possible repercussions
 - e. Determine when there will be more information/update
- General Chair convenes Crisis Communication Team via conference call or by in-person meeting.

- a. Team will be alerted by phone call.
 - b. A spokesperson shall be agreed upon.
 - c. Depending on situation, General Chair will involve others as appropriate.
 - d. Crisis Center location – To be determined based on region.
 - e. Team determines appropriate response to crisis and develops plan and timetable.
 - a. Determine what needs to be done and when it needs to be done.
 - b. Determine what to say, who will say it, to whom it will be said, when it will be said, and by what means it will be said, as well as determining whether to take a proactive or reactive approach.
- General Chair informs appropriate stakeholders of situation and response
 - a. Description/background of situation and the response are communicated to stakeholders by established timetable
 - b. Stakeholders are given contact information as needed.
 - Spokesperson, under direction of General Chair, makes any necessary public statements to news media, direct meetings of membership, or others as appropriate.
 - Team monitors situation and reacts accordingly.