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1. **Background and Purpose**. Section P of the Iowa Swimming, Inc. (“ISI”) Policies and Procedures establishes the publication of and commentary on electronic, written and social media by employees and representatives of ISI. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. Electronic communication includes email, surveys and web-based documents. These Policies and Procedures are in addition to and complement any existing or future policies regarding the use of technology, computers, e-mail and the internet by ISI staff members and volunteers.

ISI employees and representatives are free to publish or comment via electronic means and social media in accordance with this policy. ISI employees and representatives are subject to this policy to the extent they identify themselves as an ISI employee or representative (other than as an incidental mention of place of employment or swimming activity in a personal blog on topics unrelated to ISI).

Notwithstanding the previous section, this policy applies to all uses of social media, including personal, by ISI employees and representatives, as their positions with ISI would be well known within the community. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social and electronic media must follow the same ethical standards that ISI employees must otherwise follow.

1. **The use and General Policies of Social Media and Other Identities.** Social media and other identities, logon ID's and user names may not use ISI's name or similar identity without prior approval from the General Chair or Admin. Vice Chair.

The logon, user names, electronic signature and profiles for ISI employees and respresentatives profile must be consistent with their individual and personal profiles on the ISI website or other ISI publications.

1. **Posting on Social Media and other Identities.** ISI Representativesmay discuss ISI issues and have a dialog with the community about ISI issues, but may not publish confidential information. Confidential information includes items such as unpublished details about ISI software, details of current projects, future plans, financial information, specific board discussions and decisions that are not detailed in meeting minutes, research, and trade secrets. The wishes of members and constituents regarding the confidentiality of current projects must be respected. ISI employees and respresentatives must also be mindful of ethical conduct at all times.
2. **Protecting Privacy.** Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the ISI website. Other privacy settings that might allow third-parties to post information or see information that is personal should be set to limited access. ISI employees should not be seen by the public.
3. **Honesty and Accurate.** ISI employees and respresentatives must not blog anonymously or use pseudonyms or false screen names. ISI’s policy and procedure is to be transparent and honest in all communications. ISI employees and respresentatives must identify themselves with their real name and that they work or represent ISI. ISI employees and respresentatives must not say and state anything that is dishonest, untrue, misleading or inaccurate. ISI employees and respresentatives should make it clear in the posting if they have a vested interest in the discussion. ISI employees and respresentatives must remember that what is posted is permanent and generally public so should cautiously and carefully consider the content to ensure it does not disclose unwanted personal or confidential details.
4. **Respect Copyright Laws** ISI employees and respresentatives must show proper respect for the laws governing copyright, including any ISI owned copyrights and trademarked brands. ISI employees and respresentatives msut not quote more than short excerpts of someone else's work and always attribute such work to the original author or source. The preferred practice is to cite or link the work of others to the posted material to provide proper credit to the original owners or authors.
5. **Respect the Audience, ISI, Fellow Workers and Volunteers.** The public in general, and ISI's employees, representatives, members and constituients are a diverse set of individuals with varied values and points of view. ISI employees and respresentatives should not post anything contradictory or in conflict with the ISI website or published ISI Board positions. ISI employees and respresentatives may state their own opinion, but it should be in a respectful manner. This includes no ethnic slurs, offensive comments, defamatory comments, personal insults, and obscenities, but also proper consideration of privacy and other topics that may be considered objectionable or inflammatory - such as politics and religion. ISI employees and respresentatives should use their best judgment and ensure to make it clear that the views and opinions expressed are that of the person making the post and do not represent the official views of ISI.
6. **Protect ISI Athletes and Members.** Athletes, members, customers and suppliers should not be cited or obviously referenced without their approval. Never identify an athlete, member, customers, or supplier by name without permission and never discuss confidential details of an athlete or member. It is acceptable to discuss general details about projects and to use non-identifying pseudonyms so long as the information provided does not violate any non-disclosure agreements or other ISI Policy and Procedure that may be in place.
7. **Surveys and Collection of Electronic Informational.** Any surveys generated or any electronic information collected for or by the ISI Board of Directors, ISI committees, task forces or any similar ISI group must be confidential with respect to a responder's personally identifiable information and responses attached with responder's name. This requirement will not apply if the survey or the electronic information collected clearly identifies that responses are not confidential both on the first page and with any submit button (if electronic) or on the last page of paper, or if the responder asks to be contacted about the survey or responses or the electronic information collected. If a survey response includes criticism or disparaging remarks about an ISI member or employee, the board shall create a task force to investigate the remarks within 30 days. This policy applies to surveys, on-line voting, on-line sign-up and any other type of information collected through the internet or other survey means.
8. **Controversial Issues.** ISI employees and respresentatives may point out any misrepresentations made about ISI in the media,. Always do so with respect and with the facts. All remarks should be factual and s not disparaging of the party who made the misrepresentation. ISI employees and respresentatives must avoid onl line arguments. Arguments may earn traffic, but are not a productive form of communication. All statements made must be factually correct.
9. **Correct Mistakes.** If an error is made, ISI employees and respresentatives should be up front about the mistake and correct it as quickly as possible. If an earlier post is corrected, the correction should make it clear that it is corrected. Accusations of breach of copyright violations should be corrected quickly - it is better to remove any potential copyright violation to lessen the possibility of a legal action.
10. **Think About Consequences.** ISI employees and respresentatives must consider what might happen if an they are in a meeting and someone shows a print-out of a posting that says "This person at ISI says that this sucks."

* All communications should be written in clear concise and professional manner.
* Saying "This needs to have an easier learning curve for the first-time user" is fine; saying "This sucks" is risky, unsubtle and amateurish.
* Once again, it's all about judgment; ISI employees and respresentatives should not use postings to trash or embarrass ISI, athletes and members, co-workers, and volunteers.

1. **Disclaimers.** A disclaimer should be used whenever a personal communication includes information that the person initiating the communciation works for or is associated with ISI. This disclaimer should prominently state that the user either works for, or is associated with ISI but that this communication is a personal opinion and does not necessarily represent the policies or views of Iowa Swimming, Inc. The Admin. Vice Chair can provide applicable disclaimer language and assist with determining where and how to use that.
2. **Don't forget your day job.** ISI employees and respresentatives should ensure postings do not interfere with commitments to members or the organization.
3. **Communication Tips.** The following tips are recommended and will contribute to successful use of social media and other identities.

* The best way to be interesting, stay out of trouble, and have fun is to write about what is known to the author. There is a good chance of being embarrassed by a real expert, or of being boring if the writer is not very familiar with the topic.
* Quality matters. Use a spell-checker. It is always appropriate to ask someone to read and check your posting. Third party advice and assistance should be taken in an effort to improve the communication.
* The speed of being able to publish thoughts is both a great feature and a great downfall of electronic and social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it later before publishing it, or ask someone else to look at it first.