

IASI Social Media Communications

The LSC social media accounts belong to the LSC, and are to be used in a professional manner. This policy is in place to protect IASI and our many athletes and clubs, and is subject to change as needed to comply with MAAPP, COPPA, and USA Swimming Rules and Code of Conduct.

The following limitations are to be observed.

When posting

1. The content should include swimming or swimming related topics and be professional in nature.
2. The posts should be purposeful – it should offer information, or connect followers to a useful resource.
3. The posts should be intentional – individuals with access to the account should have a general plan for content and follow it for the majority of the posts. Spontaneous posts should be a very small percentage of the content.
4. The content should be representative of IASI's mission and core values - Athlete Centered - Inclusive - Dedicated - Ethical. It should support Swimmers, Clubs, Coaches, Parents, Volunteers by providing resources.
5. Posts must comply with USA Swimming Rules, Code of Conduct, and Minor Athlete Abuse Protection Policy.

Follower requests and following other accounts

Approval of follower requests should be limited to:

1. Current athletes or former IASI athletes
2. Adults that are parents of IASI athletes
3. Groups that are a USA Swimming club, a community rec or Y swim club, *official* high school and college team accounts.

Retail organizations, with the exception of businesses that sponsor/partner with IASI, and adults and/or organizations that seem unaffiliated with swimming at all should *not* be approved to follow.

Following of other accounts should be limited to:

1. Official organization accounts related to swimming. Personal accounts, including those of well-known athletes, should not be followed with the IASI account unless they are approved by the Safe Sport Chair first.
2. USA Swimming pages and LSC pages – i.e. LSC athlete pages, DEI and Safe Sport pages.

Athlete Takeovers

Athlete committee may determine candidates for athlete takeovers *up to 3 times per month*.

IASI Athlete Reps must review IASI Athlete Rep Social Media guidelines with the athlete "taking over" to ensure that the athlete understands the limits and guidelines to be followed.

Athlete committee must notify the Safe Sport Chair of the athlete takeover. A new password will be given to the athlete rep, and changed at the end of the day.

Athletes doing a takeover must comply with the following:

1. minimum age of 16
2. should be "day in the life of a swimmer" type content
3. comply with Safe Sport and MAAPP, and the athlete's school or facility's rules
4. Demonstrate care protecting their own privacy and that of others – absolutely no phone cameras in the locker rooms, restrooms, behind the blocks, or in private areas in a home
5. Post between 5am-9pm only
6. Athletes doing a takeover may not approve or follow other accounts while in possession of IASI's account - only blog.

Report

Individuals with access to IASI Social Media accounts should report any post that IASI is tagged in, or comment that is made to IASI posts that is inappropriate in any way by notifying the Safe Sport Chair. The Safe Sport Chair will work to determine a path forward (i.e. block the follower, notify the athlete's club if necessary, and/or report to US Center for Safe Sport if required).

Safe Sport Committee Chair will monitor athlete rep use of IASI social media, and may suspend individuals' use of it at any time