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| **A close up of a sign  Description automatically generated** | Policies and Procedures | |
| Subject: UTSI Website and Media | Document Number: 450  Version Number: 3 | Effective Date: September 14, 2021  Last Revision: February 16, 2022 |

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# POLICY OVERVIEW

* 1. Sections two (2) and three (3) give general information applicable to the entire policy.
  2. Section four (4) through seven (7) detail Utah Swimming policies related to their website, social media accounts, and general electronic communication.
  3. Section eight (8) lists documents and forms applicable to this policy.
  4. Sections nine (9) and ten (10) outline administrative procedures and responsibility for ongoing policy implementation, notification, and distribution.

# PURPOSE OF POLICY

* 1. This policy is intended to ensure Utah Swimming compliance with government law and governing organization rules and policies regarding electronic communication including its website and social media accounts. Additionally, it provides clear assignment of responsibility regarding website content and management, and a record of key information pertaining to UTSI social media accounts.

# DEFINITIONS

* 1. **Appendix:** Supplementary material located at the end of some Utah Swimming Policies and/or Procedure documents. Appendix material is not mandated policy and therefore does not require board approval to change.
  2. **Board Member:** A member of the [Utah Swimming] Board of Directors, including the At-Large Board Members.
  3. **Independent Contractor:** Any person whom Utah Swimming compensates directly and who performs services for the organization.
  4. **Leadership Task Calendar (LTC):** A spreadsheet that compiles board and other leadership tasks as dictated in UTSI governing documents or related support and assigns a responsible party and deadline.
  5. **LSC:** Local Swim Committee, the regional governing body for USA Swimming. The LSC for the state of Utah is Utah Swimming.
  6. **Policies and Procedures:** The principles, rules, and guidelines of UTSI, as amended and adopted by the Board of Directors or the House of Delegates.
  7. **Rules and Regulations:** Specific rules and procedures that govern the conduct of UTSI competitive swim meets.
  8. **UTSI:** Utah Swimming, Inc. A Utah not-for-profit corporation.

# ELECTRONIC COMMUNICATION

All electronic communication on behalf of Utah Swimming must comply with all applicable laws and USA Swimming rules and policies. It must also conform to the Minor Athlete Abuse Protection Policy (MAAPP [www.usaswimming.org/maapp](http://www.usaswimming.org/maapp)) and all Utah Swimming Athlete Protection Policies. (#302 on the [UTSI Policies and Procedures page](https://www.teamunify.com/team/lscuts/page/newsletter/policies-and-procedures).)

# WEBSITE

## Website Management

* + 1. The *Website Management Table* designates responsibility for the content and updating of the UTSI website by area. It is in the Appendix. The webmaster is responsible for posting content produced and provided by the people or groups listed on the table in a timely manner.

## Webmaster Workload

* + 1. UTSI contracts with a webmaster. Regular maintenance and updating is included within the contract. Extensive changes that may require additional time to either implement or maintain must be approved by the Administrative Vice Chair.

# UTSI ONLINE PRIVACY STATEMENT AND INFORMATION

* 1. The UTSI Website Privacy Statement must comply with the *Children’s Online Privacy Protection Act* (COPPA.)
  2. The UTSI Website Privacy Statement (as stated below, not this policy in its entirety) will be posted on the UTSI website and linked to from every page. This is usually done in the footer. The date of the policy will also be included in the post. Requiring the date is intended to help ensure current policy posting.

### **UTSI Online Privacy Statement**

***Utah Swimming's Commitment to Privacy***

This website is a general audience website.

While we encourage members to browse our website, we also wish to educate parents and

children about issues of privacy when visiting our site. As a result, we are committed to full

compliance with the Children’s Online Privacy Protection Act of 1998 (COPPA) and the

USA-S Swimming Privacy Policy.

COPPA applies to individually identifiable information about a child that is collected on

line, such as full name, home address, email address, telephone number or any other

information that would allow someone to identify or contact the child. The Federal Trade

Commission (FTC) is the enforcing authority.

**Information gathered by Utah Swimming**

* Utah Swimming does not gather or store personal information about athletes on its

website.

* Information acquired during registration for swim meets is the property of USA Swimming

and its use is within the control of USA Swimming. USA Swimming strictly limits the use

of member’s personal information to that information necessary for the conduct of the

business of USA Swimming and its LSCs.

**Utah Swimming adheres to COPPA through the following:**

* No advertising is permitted on our website.
* There is no collection of personal information on the website that includes athlete’s full

name, home address, email address, or telephone number that would allow someone to

identify or contact a child.

* While Utah Swimming may track usage statistics on its website through Google

Analytics, we do not track information linked to individuals who visit the web site.

* Access to private information on the website is controlled by limiting those with administrative access to Utah Swimming’s website.
* Limited pictures of children are allowed on the website and Utah Swimming’s social

media sites (Facebook, Instagram, Twitter).

* Utah Swimming obtains a signed release from parent/guardians if children are singled

out in any way or a picture is obtained from a non-public event or setting.

* Pictures from public events are published, but at no time is a child identified by other than

a first name; team caps are blurred when possible; Utah Swimming complies with

suggested Federal guidelines to limit identifiable markers photographs so there are no more

than 3 markers.

* Parents may request that any posted photograph or any other information that they feel is

too identifiable be removed from the Utah Swimming website.

* Children’s information is never shared with third parties (other than USA Swimming).

**Third-Party Sites and Sponsors**

* Our site contains limited links to other sites whose information practices may be different

from ours. Visitors should consult the other sites’ privacy notices, which may differ from

ours.

**Cookies and How We Use Them**

* Cookies are used to gather basic tracking information and to monitor the presentation of

advertisements and are placed on your hard drive by many major websites. Utah

Swimming does not intentionally use cookies on its website; however, the site is powered

by TeamUnify, which does collect some information as identified in their privacy

statement.

(September 14, 2021)

# UTSI SPONSORED SOCIAL MEDIA

## Instagram

* + 1. **Who produces content:** Any member, parent, or other affiliate may send information or a potential post to [athletes@utahswimming.org](mailto:athletes@utahswimming.org) for consideration. Members of the athlete committee are primarily responsible for posts.
    2. **Who can post:** Senior and Junior Athlete Reps
    3. **Location of log-in information:** For login information, see UTSI Administrative Assistant to the Board/Administrative Assistant to the Board.
    4. **Who has administrative responsibility for the account:** Senior Athlete Rep

## Facebook—Not Active

* + 1. **Who produces content:**
    2. **Who can post:**
    3. **Location of log-in information:**
    4. **Who has administrative responsibility for the account:**

## Twitter @UtahSwim

* + 1. **Who produces content:** Any member, parent, or other affiliate may send information or a potential post to [athletes@utahswimming.org](mailto:athletes@utahswimming.org) for consideration. Members of the athlete committee are primarily responsible for posts.
    2. **Who can post:** Senior and Junior Athlete Reps
    3. **Location of log-in information:** For login information, see UTSI Administrative Assistant to the Board/Administrative Assistant to the Board.
    4. **Who has administrative responsibility for the account:** Senior Athlete Rep

# RELATED DOCUMENTS AND FORMS

* 1. Minor Athlete Abuse Protection Policy ([www.usaswimming.org/maapp](http://www.usaswimming.org/maapp))
  2. UTSI Policy #302 *Athlete Protection Policies* ([UTSI Policies and Procedures page](https://www.teamunify.com/team/lscuts/page/newsletter/policies-and-procedures))
  3. Children’s Online Privacy Protection Rule (COPPA) [Children's Online Privacy Protection Rule ("COPPA") | Federal Trade Commission (ftc.gov)](https://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/childrens-online-privacy-protection-rule)
  4. UTSI Policy #20 *Board of Directors* ([UTSI Policies and Procedures page](https://www.teamunify.com/team/lscuts/page/newsletter/policies-and-procedures))
  5. UTSI Policy #50 *Committee Handbook* ([UTSI Policies and Procedures page](https://www.teamunify.com/team/lscuts/page/newsletter/policies-and-procedures))

# NOTIFICATION

* 1. Annually, the Administrative Vice Chair will
     1. *Distribute* this policy to UTSI board members and relevant independent contractors,
     2. *Instruct* them in their website and any other policy related responsibilities and
     3. *Ask them to review* the Website Management Table and any other relevant parts of the policy.
  2. Notification of this policy and board member responsibility to it will be included in the Board Orientation and Onboarding process.
  3. Notification of this policy and board and committee member responsibility to it will be included in the Board Member Responsibilities (listed in policy #20-Board Members) and in the Committee Handbook (policy #50).
  4. The Administrative Vice Chair will include any needed information from this policy in contracts where needed.
  5. When new Independent Contractors are retained for UTSI, the Administrative Vice Chair will make them aware of this policy and any obligations they have as a result.

# DISTRIBUTION OF POLICY AND UPDATING

* 1. Policy will be posted on UTSI website
  2. At least annually the Administrative Vice Chair will review this policy for currently relevancy and accuracy. The policy will also be reviewed considering compliance with current laws, rules, and policies of applicable government and other governing organizations including USA Swimming. The Administrative Vice Chair may ask others to assist as needed. Additionally, the Administrative Vice Chair will ensure the policy is updated by working with the Governance Committee and Board of Directors as needed.
  3. Annual, seasonal, or other interval reminders of responsibility to assignments outlined in the *Website Management Table* with be included in the UTSI *Leadership Task Calendar.* (LTC)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CHANGE LOG | | | | |
| **Version** | **Date** | **Description of Change/Section(s)** | **Author or Editor** | **Authority** |
| 1 | 9/14/2021 | New policy | Paul Larsen, Danny Detjen, Cathy Vaughan | BOD |
| 2 | 10/19/2021 | Updated wording | Serena Werner | BOD |
| 3 | 02/16/2022 | Housekeeping changes to Website Management table: 1-Added row numbers; 2-added responsibility for USA Swimming Portal; 3-Changed name of Admin Review Board secretary back to “secretary.” | Stan Crump | BOD |

# APPENDIX

| Website Management Table Designates responsibility for the content and updating of the UTSI website by area.  *Requests for routine maintenance and updating go directly to the webmaster. Changes that will require substantial time to do or maintain must be approved by the Administrative Vice Chair first.* | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **Row Num-ber** | **Website Section or Page** | **Who produces CONTENT for this page/section?** | **Who gets CONTENT to Webmaster?** | **Who verifies CONTENT accuracy & links at least annually** | **Who can make online changes to this area?** | **Notes** |
| **A**=Designated Athlete Rep w/assistance from Athlete Committee (Senior Athlete Rep designates who); **AG**=Age Group Chair or designee; **ARB**=Administrative Review Board; **ARBS**=Administrative Review Board Administrative Secretary; **AV**=Admin Vice Chair or designee; **BOD**=Board of Directors; **BA**=Administrative Assistant to the Board; **C**=Coach Rep or designee from Coaches Cmt; **CMSC**=Championship Meets Steering Cmt Chair or designee; **Cmts**=Any/Every UTSI Committee Chair or designee; **DEI**=DEI Chair or designee from DEI Cmt; **F**=Finance Vice Chair; **GvC**=Governance Cmt Chair or designee; **HOD**=House of Delegates; **MC**=Member Communications Coordinator; **na**=not applicable; **O**=Officials Chair or designee from Officials Cmt; **R**=Registrartions; **S**=Safety Chair or designee from Safety Cmt; **SC**=Sanctions Coordinator; **SR**=Senior Chair or designee from Senior Cmt; **T**=Times Coordinator; **TR**= Treasurer; **W**=Webmaster | | | | | | |
| 2 | HOME |  |  |  |  |  |
| 3 | About | BOD | BA | BA | W |  |
| 4 | News | **BOD**, **Cmts**, **Anyone in charge** of LSC sanctioned programming or news, **GvC** (when needed for governing doc change) | **BOD**, **Cmts**, **Anyone in charge** of LSC sanctioned programming or news, **GvC** (when needed for governing doc change) | na (news is short term) | W, MC? | Set news to expire? (Keep it for short term) |
| 5 | Events | **BOD**, **Cmts**, **Anyone in charge** of LSC sanctioned events | **BOD**, **Cmts**, **Anyone in charge** of LSC sanctioned events | W | W |  |
| 6 | Contact | MC | MC | MC | W |  |
| 7 | Team Feed | Paid feature that UTSI doesn’t currently pay for. (As of 9/2021) | | | | |
| 8 | Sponsors | F | F | F | W |  |
| 9 | GOVERNANCE |  |  |  |  |  |
| 10 | Board of Directors | BA | BA | BA | W |  |
| 11 | Administrative Review Board | ARB | ARBS | ARBS | W |  |
| 12 | Meeting Schedule | BA | BA | BA | W |  |
| 13 | UTSI Committees | Cmts | Cmt Secretary | Cmt Secretary | W |  |
| 14 | About UTSI | BOD | BA | BA | W |  |
| 15 | Bylaws | HOD | GvC | GvC | W |  |
| 16 | Rules & Regs | BOD | GvC | GvC | W |  |
| 17 | Policies & Procedures | BOD, GvC | GvC | GvC | W |  |
| 18 | LTC | BOD via policies, BA | BA | BA | W | BA Manages online LTC page |
| 19 | Minutes | BA | BA | BA | W |  |
| 20 | FAQ | MC | MC | MC | W |  |
| 21 | Strategic Plan | BOD | BA | BA | W |  |
| 22 | LSC Financial Plan (Budget) | F, TR, (Budget is approved by HOD) | TR | TR | W | Required by LEAP |
| 23 | MEETS | SC | SC | SC | W, SC? |  |
| 24 | 20XX Results (multiple pages) | T | T | T | W | Results do not change once posted so do not need to verify accuracy, only verify link works annually |
| 25 | SANCTIONS | BOD via policy, SC | SC | SC | W, SC? |  |
| 26 | Time Verification Report & Instructions | T | T | T | W, SC? |  |
| 27 | Certified Pools | SC | SC | SC | W, SC? |  |
| 28 | Online Swim Meet Safety Kit | S | S | S | W |  |
| 29 | REGISTRATIONS | BOD via policy, R | R | R | W |  |
| 30 | CLUBS | R | R | R | W | If want to expand, perhaps work with AV? (AV has administrative responsibility for club development) |
| 31 | Club Portal Info | W | W | W | W |  |
| 32 | Virtual Club Championships | No content – only link to USA Swimming | na | na | W |  |
| 33 | Find a team/lessons | W | W | W | W | If want to expand, perhaps work w/ Age Group Chair or Cmt? |
| 34 | TIMES | T | T | T | W |  |
| 35 | Records | T | T | T | W |  |
| 36 | Time Standards | AG, SR, CMSC | AG, SR, CMSC | AG, SR, CMSC | W |  |
| 37 | Season Top Times | T | T | T (update seasonally) | W |  |
| 38 | COACHES | C | C | C | W |  |
| 39 | Trainings | C | C | C | W |  |
| 40 | News | C | C | C | W |  |
| 41 | OFFICIALS | BOD via policy, O | O | O | W |  |
| 42 | Stroke & Turn | BOD via policy, O | O | O | W |  |
| 43 | Starter | BOD via policy, O | O | O | W |  |
| 44 | Referee | BOD via policy, O | O | O | W |  |
| 45 | Admin | BOD via policy, O | O | O | W |  |
| 46 | Clinics | O | O | O | W |  |
| 47 | ATHLETES | A | A | A | W |  |
| 48 | Athlete Committee | A | A | A | W |  |
| 49 | Leadership Summit | A | A | A | W |  |
| 50 | News | A | A | A | W |  |
| 51 | College Swimming | SR | SR | SR | W |  |
| 52 | Athletes Resources | A | A | A | W |  |
| 53 | Scholastic A.A. | SR | SR | SR | W | Need to unabbreviated if possible (All-American) – Link does not work |
| 54 | DIVERSITY, EQUITY, INCLUSION | BOD via policy, DEI | DEI | DEI | W |  |
| 55 | PARENTS | AG | AG | AG | W | What’s there is fine – no need to duplicate effort, just send them to USA-S |
| 56 | (Other) |  |  |  |  |  |
| 57 | Swimposium | AV/Swimposium Cmt | AV/Swimposium Cmt | AV/Swimposium Cmt | W |  |
| 58 | Age Group Zones | AG | AG | AG | W |  |
| 59 | HEADER |  |  |  |  |  |
| 60 | SOCIAL MEDIA BUTTONS |  |  |  |  |  |
| 61 | Facebook | Currently Inactive |  |  | W (website button) |  |
| 62 | Twitter | A | na | W | W (website button) |  |
| 63 | Instagram | A | na | W | W (website button) |  |
| 64 | Misc. Links & Logos | F (determines what should/should not be posted) | F | W | W |  |
| 65 | FOOTER |  |  |  |  |  |
| 66 | Site Map | W | W | W | W |  |
| 67 | Social Media Buttons | *See “Social Media Buttons” in Header Section* | | | W |  |
| 68 | Privacy Statement | BOD via policy | GvC | W (Ensure statement compliance w/current law) | W |  |
| 69 | LSC PORTAL ON USA SWIMMING WEBSITE | USA Swimming & W | W | W | W |  |
| 70 | LSC Portal Header Information (including logo and mission statement) & any other LSC controlled inputs | W | W | W | W |  |