

Electronic Communication Policy of Edina Swim Club

PURPOSE

Edina Swim Club (“ESC”) recognizes the prevalence of electronic communication and social media in today’s world. Many of our swimmers use these means as their primary method of communication. While ESC acknowledges the value of these methods of communication, ESC also realizes that there are associated risks that must be considered when adults use these methods to communicate with minors.

GENERAL CONTENT

All communications between a coach or other adult and a swimmer must be professional in nature and for the purpose of communicating information about team activities. The content and intent of all electronic communications must adhere to the USA Swimming and ESC’s Code of Conduct regarding Athlete Protection. For example, as with any communication with a swimmer, electronic communication should not contain or relate to any of the following:

- drugs or alcohol use;
- sexually oriented conversation, sexually explicit language, sexual activity
- the adult’s personal life, social activities, relationship or family issues, or personal problems; and
- inappropriate or sexually explicit pictures

Note: Any communication concerning a swimmer’s personal life, social activities, relationship or family issues or personal problems must be transparent, accessible and professional.

- **Transparent:** Your communication should not only be clear and direct, but also free of hidden meanings, innuendo, and sarcasm.
- **Accessible:** All electronic communication between coaches and swimmers should be considered a matter of record and part of ESC’s records. Whenever possible, include another coach or parent in the communication so that there is no question regarding accessibility.
- **Professional:** All electronic communication between a coach and swimmers should be conducted professionally as a representative of ESC.

Whether one is a swimmer, coach, or parent, the guiding principle to always use in communication is to ask: “Is this communication something that someone else would find appropriate or acceptable in a face-to-face meeting?” or “Is this something you would be comfortable saying out loud to the intended recipient of your communication in front of the

intended recipient's parents, the coaching staff, the board, or other swimmers?" Communication should be transparent, accessible, and professional.

SOCIAL MEDIA (i.e. FACEBOOK, INSTAGRAM, PINTEREST, SNAPCHAT, TWITTER, ETC.)

Coaches and swimmers under 18 may not be "friends" or follow one another on Facebook or Instagram or similar social media. In addition, the coach should remind the swimmer that this is not permitted. Coaches should have both their Instagram and Facebook profiles set to private so that swimmers may not access their information. Instant messaging via Facebook or any other method between swimmers and coaches is also prohibited.

ESC has an official Facebook page that swimmers and their parents can "friend" for information and updates on team-related matters.

ESC also has an official Twitter page @EdinaSwimClub that coaches, swimmers and parents can follow for information and updates on team-related matters. Coaches are not permitted to follow swimmers on Twitter. Likewise, swimmers are not permitted to follow coaches on Twitter. Coaches and swimmers are not permitted to "direct message" each other through Twitter. The official team Twitter site @EdinaSwimClub may retweet swimmer tweets and swimmers may retweet @EdinaSwimClub's tweets. www.usaswimming.org/protect

TEXTING

Subject to the general guidelines mentioned above, texting is allowed between coaches and swimmers during the hours from 4:30 a.m. until 9:00 p.m. on days of morning practice during the school year, and one hour prior to meet warm ups and other morning practices until 9:00 p.m. Otherwise, normal hours of 7:00 a.m. to 9:00 p.m. shall be observed for texting coaches.

Texting only shall be used for the purpose of communicating information directly related to team activities. If a swimmer sends a text message to a coach about anything unrelated to a team activity, the coach should not respond and should report the exchange to a Head Coach. The Head Coach will address the matter with the swimmer. If a swimmer receives a text message from a coach unrelated to a team activity, the swimmer should not respond and should report the exchange to a Head Coach. The Head Coach will address the matter with the coach.

EMAIL

Swimmers and coaches may use email to communicate between the hours of 7:00 a.m. and 9:00 p.m. When communicating with a swimmer through email, a parent, another coach, or a board member must also be copied.

E-mail communication should be used for the purpose of communicating information directly related to team activities only. If a swimmer e-mails a coach about anything unrelated to a team

activity, the coach should not respond and should report the communication to a Head Coach. The Head Coach will address the matter with the swimmer. If a swimmer receives an e-mail from a coach unrelated to a team activity, the swimmer should not respond and should report the exchange to a Head Coach. The Head Coach will address the matter with the coach.

REMINDER ON ALL ELECTRONIC/PHONE COMMUNICATION

Please exercise good judgment calling coaches. They keep long hours, and late night and early dawn calls should wait until normal business hours, or you might consider sending an email. Obviously, if there is an emergency, common sense should prevail.

REQUEST TO DISCONTINUE ALL ELECTRONIC COMMUNICATIONS

The parents or guardians of a swimmer may request in writing that their child not be contacted by coaches through any form of electronic communication. ESC and the coaches agree to honor any such request by a parent or guardian.

I hereby agree to abide by the COMMUNICATION POLICIES. Should I violate any provision of these Policies, I will be subject to disciplinary action, as set forth in the Code of Conduct.

Dated: _____

Swimmer: _____

Dated: _____

Parent/Legal Guardian: _____