

SUNKIST SWIM TEAM ELECTRONIC COMMUNICATIONS POLICY

Sunkist recognizes the benefits of electronic communication and the prevalence of social media in today's world. Sunkist regards social networking platforms as important tools for information sharing, member engagement, retention, recruitment, transparency, news releasing and the amplification of all that Sunkist has to offer. This electronic communication policy is meant to protect our athletes and coaches while applying as few restrictions as possible.

The content and intent of all electronic communications must adhere to the USA Swimming Code of Conduct regarding Athlete Protection as well as adhering to team rules and code of ethics. Sunkist holds all members who participate in social networking to the same standards we hold athletes and coaches with broad understanding that no matter the digital forum you are always representing the team. At all times, exercise discretion, thoughtfulness and respect for all swimmers and teams.

Parents, coaches and athletes must follow common sense guidelines regarding the volume and time of day of any allowed electronic communication.

Website/Email:

The primary form of team communication occurs through team website and via email communications. Coaches are best reached via email and they will do their best to respond in a timely manner.

Texting:

Texting is permitted between parents, coaches and athletes. Please keep text messages concise and cordial. In general, it is best not to text a coach during practice or while on deck at a meet. Please do not text a coach after the hours of 10:00pm or before 7:00am, unless a matter of the utmost importance and urgency. Please understand coaches may be unreachable at times and unable to reply.

Facebook and other social networking sites:

Friending/following is permitted between parents, coaches and athletes. Posts and messages between coaches and athletes should be non-personal in nature. Sunkist maintains a private group page on Facebook and encourages all members to join. Posts within the group should be non-personal and non-political and, above all, relevant to the team. Posts within the group are considered internal discussions and viewed as proprietary. Group administrators oversee and govern all group posts and admittances. Members and posts may be removed from group page as deemed necessary.

Twitter:

Following is permitted between parents, coaches and athletes. Sunkist values Twitter as an immediate news information platform and encourages members to follow all major swimming entities to keep current with the swimming world. Coach David can be followed @coachdavidorr.