



Social Media Policy

Competing as a Stingray for the Billings Aquatic Club is a privilege. As a member of the BAC, you are therefore a representative of the BAC. BAC expects all its members to conduct themselves in a manner that will not discredit their team, the Coaching Staff, or the Board of Directors. These expectations extend to each member's activities in social media. Social media is defined as websites and mobile applications that enable users to create and share content or to participate in social networking. Examples of social media include, but are not limited to: Instagram, Twitter, TikTok, Facebook, Snapchat, YouTube, LinkedIn, Podcasts, Blogs, etc.

As a member of the BAC it is important to remember how powerful online communication can be and the significant impact it can have on an individual, friends, family, teammates and a swim program either immediately or in the future.

The Billings Aquatic Club recognizes its members' rights to fully participate in social media; however, it maintains and will enforce the following expectations of each member.

- Members will not post sexist, racist, obscene, or profane material of any kind
- Members will not use social media to degrade, demean, attack, or threaten any person, school, organization, etc. Cyber-bullying of any kind will not be tolerated.
- Members will not post material of acts that are in violation of the BAC Athlete Code of Conduct, State, or Federal laws, policies, or rules.
- Members will not post materials that reflect negatively on themselves or the BAC.
- Members will not post materials that are in violation of USA Swimming rules and regulations.

Violations will result in the following but may not be limited to these steps:

1st Time: Warning (verbal or written)

2nd Time: Asked to leave practice, the function, or meet immediately. You will need to call your parent (or find them if they are at the event) and wait on the side of the pool until your parent(s) arrive and talk to the coach.

3rd Time: Suspension or Termination of Membership from the Billings Aquatic Club.

Key Points to Remember When Online:

- **There is no difference between your online persona and your real-life persona.**
- Nearly all employers use social media background checks prior to hiring.
- Regardless of intent, what you post online has real world consequences.
- **The internet is forever.**
- Regardless of your privacy settings the Library of Congress is saving all tweets.
- Snapchat does not actually disappear, and can easily have content "screen-shotted," as can all other forms of online communication.
- Courts can subpoena all digital media, including text messages.
- Once you post or share any form of media that application technically has usage rights.
- **What you associate with becomes who you are perceived to be regardless of intent.**
- What are you sharing, liking and commenting on?
- **Your social media accounts are your brand.** How are you choosing to represent yourself? Are you sending the right message about yourself to the public?
- **Coaches, College & University Admissions, Potential Employers ALL use social media as a reference check.**
- If asked right now, would you want an administrator, coach, or employer to see your online persona?

Swimmer signature:

Signature

Date

Printed Name