



SwimMAC Electronic Communication Policy

Reviewed June 2021

SwimMAC Carolina encourages the use of electronic communication and social media that is appropriate, productive, transparent and enriching. Effective communication concerning practice or competition schedules, travel, and administrative issues among staff, coaches, volunteers, swimmers and their families is critical. However, the use of mobile devices, web-based applications, social media, and other forms of electronic communications increases the possibility for improprieties and misunderstandings. It is SwimMAC Carolina's intention to minimize those issues with the following rules and guidelines. Employees will be held accountable for content created through or on electronic mediums.

General Content

All communications between a coach or other adult and an athlete 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 Code of Conduct regarding Athlete Protection. As with any communication with an athlete, 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
- Inappropriate or sexually explicit pictures

Email

Email from SwimMAC employees to athletes or their families should come from SwimMAC's email system (the return address will contain @swimmaccarolina.org) and conclude with your first and last name, the SwimMAC logo or the name SwimMAC Carolina, your role/title, and a phone number. Messages sent directly to minor athletes (younger than 18) should be copied to the athlete's parents and/or another member of the staff. On weekdays, respond to member emails as quickly as possible, preferably within 24-48 hours.

Text

SwimMAC staff members may use texts to communicate with athletes and their families. All text content sent by a SwimMAC employee must be professional in nature and for the purpose of communicating information about SwimMAC activities. Messages sent directly to athletes younger than 18 should be copied to the athlete's parents and/or another member of the staff.

Electronic Imagery

Digital photos and/or videos of practice or competition, and other publicly obtainable images of the athlete – individually or in groups – may be taken. These photos and/or videos may be submitted to local, state or national publications, used in marketing or promotional videos, posted on SwimMAC Carolina's websites or social media accounts, or offered to the athletes' families. SwimMAC Carolina allows such practices as long as the athlete or athletes are in public view and the images are both appropriate and in the best interest of the athlete and SwimMAC Carolina.

Be mindful. Our athletes are in swimsuits. Check the background of your image and make sure you have not inadvertently captured something embarrassing or inappropriate. Do not take or post photos/videos of swimmers bent over in the start position unless you are positioned in front of them or to the side.

Social Media

SwimMAC Carolina's social media priorities are to:

1. Maintain and strengthen the SwimMAC brand of excellence.
2. Increase awareness of all that SwimMAC offers.
3. Grow an engaged and informed audience; cultivate a SwimMAC fan base.
4. Build comradery; use social media to make our large organization feel accessible and unite the many different parts.
5. Promote participation in SwimMAC events.

The line between professional and personal relationships is blurred within a social media context. SwimMAC Carolina coaches are encouraged to interact with and contribute to SwimMAC's official organizational accounts (i.e. SwimMAC Carolina on Facebook, @swimmacc on Twitter, Swimmac_1977 on Instagram, etc.). It is highly recommended that coaches create social media accounts specifically for interaction with SwimMAC members and maintain a separate private account. The SwimMAC account can be individual (i.e. Coach Fred) or a group-specific account (i.e. North Dolphin 2). All posts, messages, text, videos or images must be professional in nature and for the purpose of communicating information about team activities, for motivational purposes or to respond appropriately to athlete's posts about swimming-related activities. SwimMAC staff members should not direct-message athletes through any social media platform.

Expectations

- Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on any social media network. Repercussions will be determined by supervisors, up to and including potential termination.
- Remember that you are ultimately responsible for your online behavior. Be a positive role model.
- Be a brand advocate – for SwimMAC and yourself.
- Be sure that all content associated with you is consistent with your work and with SwimMAC's professional standards.
- Remain respectful at all times of SwimMAC, fellow employees, members, sponsors, and competitors.
- Interact, but do not engage in disagreements online.

Style Guide

- Do not distort the SwimMAC Carolina logo. Be sure to lock the aspect ratio before resizing the logo to fit your needs.
- Use spellcheck and proofread your messages in all electronic mediums before sending/publishing/posting.
- Select a sans serif font that is widely used (Calibri, Arial, Century Gothic, etc.) and stick to it. Maintain the same size throughout (generally a size 10-12 font is recommended).
- When emphasizing a point or creating headings, one style element is usually sufficient (i.e. underline *or* bold).
- Write the way you speak, then read it and weed out the excess.