



Social Media Guidelines

Purpose of Social Media for NCAC

1. The purpose of using social media is to always leverage the positive impact all forms of social media can create.
2. To positively impact the community around us at every level.
3. To bring value to the NCAC brand.

NCAC Staff Guidelines:

NCAC staff is encouraged to use social media platforms. It is important to remember while you are away from the office and on your own time, what you say, share and post can reflect both positively and negatively on you as an employee of NCAC and the entire organization.

- Do not share private, confidential or proprietary information via social media. As employees of NCAC, you may be privy to information that is not meant for swimmers, parents or the general public. Sharing via social media or traditional methods is unacceptable.
- Be aware that when NCAC staff members use social media he/she can be perceived as a club spokesperson.
- Please refrain from reporting, speculating, discussing or giving any opinions on club topics or personalities that could be considered sensitive, confidential or disparaging.
- Exercise discretion, thoughtfulness and respect for your colleagues, associates and the club's supporters/community (social media fans).
- As a youth sports organization, it is important to be good role models for members of the club. If a person's social media profile or account does not convey this, do not connect with the membership via social media. Keep accounts private. If needed, create a second, "clean" and professional account to connect with members.
- No NCAC employee should engage in private messaging with a swimmer. All messaging should be made in the public realm or using the "two deep" (multiple coaches or a parent involved) philosophy. This includes direct messaging, emails or texts messages that have to do with anything except swimming related matters (schedule changes, reminders for practice, meet information).
- NCAC will not monitor social media accounts, but will discuss any posts or personal websites that are brought to the attention of the club.
- To be honest and fair: Don't post anything you wouldn't want your mom to see

Final Thoughts for Education of Coaching Staff and Swimmers:

Once IT goes out, IT doesn't come back:

In an age where the Internet lasts forever, please remember once something is sent, it can very rarely be completely removed or retracted. Even if a comment, post or tweet can be deleted, users can still remember what was said.

Keep these few things in mind before hitting that share or send button:

1. Use Good Judgment:
 - a. Refrain from comments that can be interpreted as slurs, demeaning, inflammatory, etc. The Internet is full of varied opinions, and it's okay to share yours, but you never want to be branded a racist or narrow-minded or an unstoppable hothead.
2. Understand the Concept of Community:
 - a. The essence of community is the idea that it exists so that you can support others and they, in turn, can support you.
 - b. There are many levels of community: NCAC, USA Swimming, Swimming Clubs, Former Athletes, Coaches and the list can go on. Think about how messages can impact people within every community.
3. When in doubt, don't post.
 - a. If you need to think about it, the safe and most likely correct action is to not share. Better safe than sorry.
4. What is posted now, can haunt you later
 - a. Swimmers - As colleges and university begin the recruiting process many now do a social media check. Will the schools find information they are pleased with and a person who they want to represent their team or will they be discouraged in what they see?
 - b. Swimmers and Coaches - Folks that are hiring often do social media checks. If you are applying for a job will a potential employer like what they see?