

SOCIAL MEDIA AND ELECTRONIC COMMUNICATION POLICY

As representatives of Waves of Wilmington (WOW), you have the responsibility to portray your team and yourselves in a positive manner. In addition to the agreed upon behaviors in the Swimmer and Parent Codes of Conduct, if you participate in any electronic communications (e.g., texting, e-mail), interact on a social networking site(s), or use social media (e.g., Twitter, Facebook, Instagram, Snapchat) you must avoid inappropriate and offensive behaviors. If a club representative's social media profile and its contents or other electronic communications are found to be inappropriate in accordance with the behaviors listed below, he/she will be subject to disciplinary action in accordance with the club's Disciplinary Procedures (swimmers) or the Parent Code of Conduct.

All electronic communications between a coach and an athlete must be professional in nature and for the purpose of communicating information about team activities. All electronic communication policies must be in-line with the USAS Code of Conduct and MAAPP.

- Coaches must add another applicable adult when communicating with a group of athletes and must copy a parent or legal guardian on a text message directly to an athlete per the MAAPP.
- Coaches are not permitted to maintain private social media connections of any kind with unrelated minor athletes.
- In accordance with MAAPP communication with athletes must be done between the hours of 8 am to 8 pm.
- All one on one electronic communication (i.e. text, email) between a coach and an athlete must include a parent or legal guardian. If it is a group chat than a parent does not need to be included but another applicable adult such as a coach must be copied.

Expectations: The club holds the following expectations of athletes:

- Athletes will not use derogatory language, including sexist, racist, homophobic, obscene, or profane material of any kind.
- Athletes will not use social media to contact his/her coach(es).
- Athletes will not call or text their coach, except in an emergency or if a parent/guardian is included in the communication.
- All communication between athletes and coaches will be related to the activities of the team and should, whenever possible, be limited to in-person communication during team practices or events

Examples of inappropriate and offensive behaviors may include, but are not limited to, depictions or presentations of the following:

- Photos, videos, and comments that are of a sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
- Photos, videos, comments or posters showing the personal use of alcohol, drugs and tobacco.

- Content online that is unsportsmanlike, derogatory, demeaning, defamatory, or threatening toward any other individual or entity (for example, derogatory comments regarding another swimmer or club)
- Any communications including posts depicting or encouraging unacceptable behaviors such as violent or illegal activities (for example, sexual harassment, vandalism, underage drinking, or illegal drug use).

Remember:

- Always present a positive image and don't do anything to embarrass yourself, your team, your family or the Club.
- The Internet is permanent. Anything posted online is available to anyone in the world. Any content you post is completely out of your control the moment it is placed online, even if you limit access to your page.
- Don't post anything you wouldn't want your coaches or parents/guardian to see.
- Your social media content can and will be reviewed by both potential higher education schools and potential employers.