

## **Media Policy**

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.

For example, 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
- Note: Any communication concerning an athlete's personal life, social activities, relationship or family issues or personal problems must be transparent, accessible and professional.

## **Facebook, Blogs, and Similar Sites**

Coaches may have personal Facebook (or other social media site) pages, but they are not permitted to have any athlete member of the club join their personal page as a “friend.” A coach should not accept any “friend” request from an athlete. In addition, the coach should remind the athlete that this is not permitted. Coaches and athletes are not permitted to “private message” each other through Facebook. Coaches and athletes are not permitted to “instant message” each other through Facebook chat or other IM method. The Club has an official Facebook page that athletes and their parents can “friend” for information and updates on team-related matters. Coaches are encouraged to set their pages to “private” to prevent athletes from accessing the coach’s personal information.

## **Twitter**

The club has an official Twitter page that coaches, athletes, and parents can follow for information and updates on team-related matters. Coaches and athletes are not permitted to “direct message” each other through Twitter.

## **Texting**

Subject to the general guidelines mentioned above, texting is allowed between coaches and athletes. Texting may only be used for the purpose of communicating information directly related to team activities.

## **Email**

Athletes and coaches may use email to communicate. When communicating with an athlete via email, a parent, another coach, or a club administrator must also be copied.

## **Request to Discontinue All Electronic Communications**

The parents or guardians of an athlete may request in writing that their child not be contacted by coaches through any form of electronic communication.