**Electronic Communication Policy of Rockbridge STORM Swim Team**

**PURPOSE**

The Rockbridge STORM Swim Team (the “Club”) recognizes the prevalence of electronic communication and social media in today’s world. Many of our swimmers use these means as their primary method of communication. While the Club acknowledges the value of these methods of communication, the Club also realizes that there are associated risks that must be considered when adults use these methods to communicate with minors.

**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.

**SOCIAL MEDIA AND ELECTRONIC COMMUNICATIONS**

1. **Content**
All electronic communication from Applicable Adults to minor athletes must be professional in nature.
2. **Open and Transparent**
Absent emergency circumstances, if an Applicable Adult with authority over minor athletes needs to communicate directly with a minor athlete via electronic communications (including social media), the minor athlete’s legal guardian must be copied. If a minor athlete communicates to the Applicable Adult (with authority over the minor athlete) privately first, said Applicable Adult must copy the minor athlete’s legal guardian on any electronic communication response to the minor athlete.

When an Applicable Adult with authority over minor athletes communicates electronically to the entire team, said Applicable Adult must copy another adult.

1. **Requests to Discontinue**
Legal guardians may request in writing that their minor athlete not be contacted through any form of electronic communication by Rockbridge STORM Swim Team, LSC or by an Applicable Adult subject to this Policy. The organization must abide by any such request that the minor athlete not be contacted via electronic communication, or included in any social media post, absent emergency circumstances.
2. **Hours**
Electronic communications must only be sent between the hours of 8:00 a.m. and 8:00 p.m., unless emergency circumstances exist, or during competition travel.
3. **Prohibited Electronic Communication**
Applicable Adults with authority over minor athletes are not permitted to maintain private social media connections with unrelated minor athletes and such Applicable Adults are not permitted to accept new personal page requests on social media platforms from minor athletes, unless the Applicable Adult has a fan page, or the contact is deemed as celebrity contact as opposed to regular contact. Existing social media connections with minor athletes must be discontinued. Minor athletes may “friend” Rockbridge STORM Swim Team and/or LSC’s official page.

Applicable Adults with authority over minor athletes must not send private, instant or direct messages to a minor athlete through social media platforms.