

University City Swim Club Electronic Communication Policy

PURPOSE

The University City Swim Club (the “Club”) recognizes the prevalence of electronic communication and social media in today’s world. Many of our swimmers use these methods as their primary modes 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 the Club’s coaches and adults associated with the Club use these methods to communicate with swimmers. Therefore, this Policy sets forth the policy of the Club for what is considered appropriate communications between the Club’s coaches and/or adults associated with the Club and swimmers using electronic communication and/or social media.

GENERAL CONTENT

All communications between a coach or other adult associated with the Club and a swimmer must be professional in nature and only for the purpose of communicating information about team activities. Further, 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, electronic communication between a coach or other adult associated with the Club and a swimmer should not contain or relate to any of the following:

- drugs or alcohol use;
- sexually oriented conversation; sexually explicit language; sexual activity
- the coach’s or adult’s personal life , social activities, relationship or family issues, or personal problems; and
- inappropriate or sexually explicit photographs or images
- Note: Any communication between a coach and/or adult associated with the Club and a minor swimmer concerning the minor swimmer’s personal life, social activities, relationship or family issues or personal problems must be transparent, accessible and professional.

Whether one is a swimmer, coach, board member or parent, the guiding principle to always use in communication with the swimmer is to ask: “Is this communication something that someone else would find appropriate or acceptable in a face-to-face meeting?” or “Is this something you

would be comfortable saying out loud to the swimmer in front of the swimmer's parents, the coaching staff, the board, or other swimmers?"

With respect to electronic communications, a simple test that can be used in most cases is whether the electronic communication with swimmers is **Transparent, Accessible and Professional**.

Transparent: All electronic communication between the Club's coaches and/or adults associated with the Club and swimmers should be transparent. Your communication should not only be clear and direct, but also free of hidden meanings, innuendo and expectations.

Accessible: All electronic communication between the Club's coaches and/or adults associated with the Club and swimmers should be considered a matter of record and part of the Club's records. Always copy another coach or parent in the communication so that there is no question regarding accessibility.

Professional: All electronic communication to a swimmer by a coach and/or an adult associated with the Club should be conducted professionally and as a representative of the Club. This includes word choices, tone, grammar, and subject matter that model the standards and integrity of a Club representative.

If your communication meets all three of the **T.A.P.** criteria, then it is likely your method of communication with the swimmer will be appropriate.

FACEBOOK, MYSPACE, BLOGS, AND SIMILAR SITES

Coaches may have personal Facebook (or other social media site) pages, but they are not permitted to have any swimmer of the Club join their personal page as a "friend." If a coach has a personal Facebook (or other social media site) page, coaches are encouraged to set their pages to "private" to prevent swimmers from accessing the coach's personal information.

Additionally, a coach should not accept any "friend" request from a swimmer. If a coach receives such a request from a swimmer, the coach should remind the swimmer that this is not permitted. Coaches and swimmers are not permitted to "private message" each other through Facebook. Coaches and swimmers are not permitted to "instant message" each other through Facebook chat or other instant messaging method.

TWITTER

Best Practice: Coaches are not permitted to follow swimmers on Twitter. Likewise, swimmers are not permitted to follow coaches on Twitter. Coaches and swimmers are not permitted to "direct message" each other through Twitter.

TEXTING

Subject to the general guidelines discussed above, texting is allowed between coaches, adults associated with the Club and swimmers during the hours from 7am until 9pm. Texting shall only be used for the purpose of communicating information directly related to team activities.

EMAIL

Coaches, adults associated with the Club and swimmers may use email to communicate between the hours of 7am and 9pm. When communicating with a swimmer through email, another coach, board member, or the swimmer's parent/guardian should be copied.

REQUEST TO DISCONTINUE ALL ELECTRONIC COMMUNICATIONS

A parent or guardian of a swimmer may request in writing that their child not be contacted by coaches through any form of electronic communication. The Club will promptly honor all such requests.

Adopted by the University City Swim Club, Inc. Board of Directors this 10th day of December, 2015:

/s/ Timothy J. Lemen, Chairman
UCSC Board of Directors