

## **POLICY: ELECTRONIC COMMUNICATION**

*USA Swimming clubs are now required to implement an electronic communication policy. The policy must be reviewed with and agreed to by all athletes, parents, coaches and other adults affiliated with the club. The following is a policy for appropriate electronic communication between adults and athletes.*

### **Electronic Communication Policy of Schenectady Saratoga Swim Club**

#### **PURPOSE**

Schenectady Saratoga Swim Club (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 intended to communicate 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; and
- 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.

Whether one is an athlete, coach, board member or parent, the guiding principle to always use in communication 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 intended recipient of your communication in front of the intended recipient’s parents, the coaching staff, the board, or other athletes?”

With respect to electronic communications, a simple test that can be used in most cases is whether the electronic communication with swimmers is **T**ransparent, **A**ccessible and **P**rofessional.

*Transparent:* All electronic communication between coaches and athletes 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 coaches and athletes may be considered a matter of record and part of the Club's records.

*Professional:* All electronic communication between a coach and an athlete should be conducted professionally as a representative of the Club. This includes word choices, tone, grammar, and subject matter that model the standards and integrity of a staff member.

If your communication meets all three of the **T.A.P.** criteria, then it is likely your method of communication with athletes 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 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 may in the future have an official Twitter page that coaches, athletes and parents can follow for information and updates on team-related matters. Coaches and athletes may follow each other on Twitter. Coaches cannot retweet an athlete message post. Coaches and athletes are not permitted to "direct message" each other through Twitter.

#### **TEXTING AND EMAIL**

Subject to the general guidelines mentioned above, texting and emailing is allowed between coaches and athletes. These communications should be preferably during the hours from 7am until 9pm.