



DOLPHIN-LASER SWIM TEAM SOCIAL MEDIA GUIDELINES & SAFETY TIPS

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In the ever evolving world of social media, we feel it is important that we, as the Dolphin-Laser Swim Team, present to you these social media guidelines. The guidelines are designed to create an awareness in the ever changing industry of social media and were written to protect, educate, and provide resources to our members. We have divided the guidelines into 9 sections. Some areas in this handbook are relevant to the swimmers, some relevant to coaches, board members, officials and volunteers and most of all for our parents.

The Guideline and safety tips are to provide information and protect the safety and well being of our members.

What is *Social Media 2013* (a Statistical Video):
http://www.youtube.com/watch?v=TXD-Uqx6_Wk

SOCIAL MEDIA GUIDELINES AND SAFETY TIPS

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I. GENERAL POSTING GUIDELINES

*** IF YOU WOULDN'T WANT YOUR GRANDMOTHER TO SEE IT... DON'T POST IT!**

Everything you post is public information – any text or photo placed online is completely

out of your control the moment it is placed online – even if you limit access to your site. Information (including pictures, videos, comments, and posts) may be accessible even after you remove it. This includes Profanity and Antics.

*** THINK BEFORE YOU POST!**

If its not flattering or positive...don't post! Once you post you can't retract. Posting negative or unflattering pictures or information can cause hurt feelings and can be a form of bullying. If you are in a negative or bad mood, stay away from posting, you may post a negative comment either on yourself or to a friend.

*** ONLY "FRIEND OR CONNECT" WITH PEOPLE YOU KNOW**

Use caution when adding someone or inviting someone to be a friend. Many individuals are looking to take advantage of young persons or athletes, to get close to student-athletes to give themselves a sense of membership, or to gain information about you, your teammates, or your team for the purposes of sports gambling or negative publicity.

- Limit information about your whereabouts or plans to minimize the potential of being stalked, assaulted, or the victim of other criminal activity.

*** IF IT CAN BE SEEN IT CAN BE SAVED**

Even with instantly evaporating micro video, your pictures can be saved. Once they are on any social media site, they will be accessible forever.

*** DON'T SHARE ANYTHING YOU WOULDNT SHARE WITH A THIEF, PEDOPHILE OR A CRIMINAL**

Many Burglaries happen because users post pictures or comments when they are out of town. Facebook, Twitter and other social media sites now have a new "my location" or geotagging feature allowing readers to see where they were and how long ago it was when they posted their update, making it much easier for criminals to attack. Some other social networking applications, such as Foursquare and Goal, are primarily location-based networks. Users of these networks can be rewarded for posting their locations frequently and are then given temporary titles while at their location--for example, posting that you're having a cup of coffee at Starbucks may make you the Mayor of Starbucks on this certain site. As previously mentioned, posting a location allows perpetrators the perfect window to commit a burglary, vandalism, or even a home invasion. Some apps allow you to "check in " when you are at a location. People may think its cute to name their own home a catchy name but this will advertise you are home to the criminal.

*** DO NOT USE LAST NAMES ESPECIALLY WITH ATHLETES UNDER AGE 18**

Unfortunately we live in a society in which criminals are very active on the social media. They may use names to check out a Facebook or other social media sites giving them insight into your social world.

*** PROTECT YOUR BIRTHDAY & PERSONAL INFORMATION**

The bad people are watching and with just a birthday, last name, and a little research on your social profile, criminals can easily steal your identity, stalk you, or even worse.

Forty six percent of children ages 10-17 have given out personal information. This can also allow for social engineering. Don't rely on site security. Even when marked private it can be seen.

*** THINK BEFORE YOU POST...YOUR COLLEGE ADMITTANCE AND FUTURE EMPLOYEE ARE WATCHING!**

What you post may affect your future. Carefully consider how you want people to perceive you. Many college admissions, scholarship contributors and employees review social network for applicants. According to one survey:

* 33 percent of admissions officers googled applicants and looked at their Facebook profile. Of that 35 percent said they found something that negatively impacted an applicant's chances of getting in, nearly tripling from the year before.

*37 percent of employers said they used social media to screen applicants, and over 65 percent checked out applicants' Facebook profiles. This percentage is growing everyday!

*** RESPECT BOUNDARIES JUST LIKE YOU WOULD OFF LINE**

*** PASSWORDS SHOULD BE TREATED LIKE UNDERWEAR ...Change Often...Don't share with others...and Don't leave laying around! Don't use birthday or age in username.**

*** BE AWARE OF THE SOCIAL MEDIA SCAMS**

a. Watch the Social Media Apps. Social networking offers opportunities for virus and malware users. Users clicking on links, opening attachments, and responding to messages on networks can become victims without knowing it, resulting in adware, viruses, and malware being loaded onto their machines

b. Social engineering refers to gaining access to information by exploiting human psychology rather than using traditional hacking Techniques.

c. One technique is called phishing, which involves making attempts to acquire passwords, account numbers, and related information. It is said that phishing has become the most widespread Internet and email scam today.

d. While there is very little risk of contracting malware from Facebook itself (or any other reputable social media site), there are various tricks that scammers can use to get you to leave the protective social media environment without even realizing it. A user must first be tricked into leaving the Facebook world by clicking a link on Facebook that leads to an external website, then a malware attack is able to take place.

e. One technique criminals use to trick users into installing malware is by creating fake pop-ups that look like update screens used by various common web browser plug-ins (such as Adobe Flash-player), in hopes that users will be used to occasionally updating their software for websites and click on it without a thought.

* f. Visit: Nine major ways criminals use Facebook:

<http://www.foxbusiness.com/technology/2012/05/17/nine-major-ways-criminals-use-facebook/>

II. ADDITIONAL GUIDELINES SPECIFIC TO USA SWIMMING PARTICIPANTS AND FAMILIES

*** COMMUNICATION BETWEEN A COACH OR AN ADULT AND ATHLETE**

All social media 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.

Communication should follow the T.A.P criteria:

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 should be considered a matter of record and part of the Club's records. Whenever possible, include another coach or parent in the communication so that there is no question regarding accessibility.

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 will be appropriate.

*** RECRUITING**

Athletes, parents or coaches from opposing teams should not participate in recruiting athletes that are already a member of an USA Swimming Team.

III. TIPS FOR ONLINE SAFETY

TIPS FOR ONLINE SAFETY:

- * Don't provide personal information on line.
- * No child under age 13 should be on social media sites
- * Remember: anything you share on line becomes public
- * Don't send a picture to someone you do not know
- * Never assume the person you are talking to online is really who they say they are.
- * Never agree to a face-to-face meeting with someone you met on line.
- * Don't respond to threatening messages

* If someone makes you feel uncomfortable-TELL SOMEONE

* Parents should:

- a. Know the apps and sites your child wishes to be on. If allowing them to be on help them set privacy settings.
- b. Visit your child's online activities and online communications as well as text.
- c. Know your child's passwords and use them in the sense of danger.
- d. Be a "friend" and "follow" your child on social sites.
- e. Encourage your child to tell you immediately if they and or someone they know is being bullied or if they feel uncomfortable with any social exchange.
- f. Spend time teaching your child on line safety. See references below.
- g. Don't be afraid to shoulder surf...see what your child is doing on line.
- h. You can set google alerts of your child's name.
- i. Parent your own child not your friends child on line.
- j. Be an example to your child.

* Visit <http://www.netSMARTZ411.org/>

* A free school based internet safety program: <https://sos.fbi.gov/>

IV. POSTING ON BEHALF OF DOLPHIN-LASER SWIM TEAM

INTRODUCTION

We believe it is important for all our members to be aware of social media and how social technologies can help us share information, advance knowledge, raise awareness, and build support.

If we incorporate engaging with social media as a part of our overall communications about Dolphin-Lasers, we can even more effectively tell the wonderful stories about our people, places and programs, and support the Dolphin-Laser Swim team mission. We think social media simply provide fun and creative ways to share our vision and promote our sport. We even have our own facebook page <https://www.facebook.com/pages/Arkansas-Dolphin-Laser-Swim-Team/248969249748>

GUIDELINE

These guidelines are to ensure appropriate and effective use of social media. The guidelines will evolve as social media evolve.

Swimmers, parents, coaches and volunteers that participate and post on Dolphin-Laser media are responsible for the content they publish and are expected to abide by the highest standards of quality and responsibility.

They are expected to conduct themselves in a manner which promotes a positive swimming environment and protect the safety and well being of our members.

Behaviors and attitudes which disrupt the social media environment will not be tolerated.

Participants using Dolphin-Laser social media must adhere to the following guidelines and policies including all electronic communication (blogs, internet chat rooms, online bulletin boards, and social networking such as Facebook, MySpace, Twitter, YouTube, LinkedIn, and Flickr) :

1. Social Media communication on behalf of Dolphin-Lasers should pertain only to the professional interest of our team.
2. Participants must have diligence in protecting confidential or personal information. Do not give out phone numbers or emails without the persons permission.
3. Participants assume personal responsibility and liability for information they post on electronic communication systems, including but not limited to personal commentary, photographs, and videos.
4. Participants should exercise appropriate discretion in sharing information, with the knowledge that such communications may be observed by other swimmers, families and Dolphin-Laser supporters. They should assume conversations within members are internal and private. Ask permission prior to sharing these conversations via social media properties.
5. When posting on behalf of the Dolphin-Lasers be sure to identify yourself with your name and affiliation to the team.
6. Photos should not contain identifiers of individuals (names, etc).
7. Participants should not use Dolphin-Laser sites as a place for self promotion. Postings should be to benefit the sport of swimming and the team as a whole.
8. Respect and ethics should be in the forefront of all participants postings.
9. Accuracy and Honesty should be observed of all participants postings
10. Individuals should not post defamatory information or non flattering pictures.
11. Always show respect. Don't publish content containing slurs, personal insults or attacks, profanity or obscenity, and don't engage in any conduct on a social media site that would not be acceptable on the competitive pool deck. Participants should be aware that third parties - - including the media, coaches, swimming public, future employers and NCAA officials - - could easily access the sites.
12. The owners will not tolerate disrespectful comments and behavior online, such as:
 - * Derogatory or defamatory language
 - * Comments that create a serious danger to the safety of another person or that constitute a credible threat of serious physical or emotional injury to another person
 - * Comments or photos that describe or depict unlawful assault, abuse, hazing, harassment, or discrimination; selling, possessing, or using controlled substances; or any other illegal or prohibited conduct.

INAPPROPRIATE POSTING OR COMMENTING

If potentially inappropriate material has been posted on an electronic communication system, the person who discovered the material should discuss this with Coach Tay Stratton taystratton@irac.com or Coach Keith McAfee coachkeith@dolphin-laser.com

You may also report to the ASI Safe Sport Chairman, Evan Johnston evanjohnston@att.net

V. CYBER BULLYING

Refer to USA Swimming Safe Sport Handbook p 20 and p 35 for USA Swimming Policy on Bullying. Bullying is not tolerated in USA swimming.

Bullying is becoming more and more frequent among today's youth in locations like school and online, according to recent bullying statistics. There are different types of bullying of which bullying statistics reveal almost half of all students have experienced. Unfortunately, recent bullying statistics show that bullying is on the rise among young adults, teens and children. The rise in these bullying statistics is likely due to a fairly recent form of bullying seen in recent years called cyber bullying. Instant messaging is the most popular methods of cyber bullying. Majority of victims know their bully before bullying starts. In most cases its repeated attacks.

- * About 42 percent of kids have been bullied while online with one in four being verbally attacked more than once.

- * About 35 percent of kids have been threatened online.

- * About 58 percent of kids and teens have reported that something mean has been said about them or to them online.

- * According to the i-Safe American survey of students bullying statistics, about 58 percent of kids admit to never telling an adult when they've been the victim of a bullying attack.

HOW TO HANDLE BULLYING:

Refer to USA Swimming Safe Sport Handbook p 36 for Guidelines on How to Handle Bullying. In addition follow these guidelines:

- * Save evidence.

- * Block further communication (ignore the bully).

- * Parent should contact adult in organization or school, follow up on their procedure.

- * Organization or School should contact the parents of both children; the victim and the bully. Explain their policies and stay in observation of the situation post discipline.
- * Contact police for threats of violence or extortions
- * Supervision and appropriate intervention will need to play a role. Parents should monitor the computers and text.
- * Parents and adults in authority should take the child seriously. The child that was bullied needs empathy and support. Watch your child carefully and tune into his or her emotional signs. Don't let your child be victimized. The child that bullied needs supervision and guidance. Lead them into becoming considerate and understanding of their role in society.

HOW TO PREVENT BULLYING:

- * Prevent bullying with policies and publicize them
- * Prevent bullying with consequences
- * Know your states bullying laws <http://www.stopbullying.gov/laws/arkansas.html>
- * Prevent bullying with family education: Hold "the Talk". Let your child or swimmer know you are aware of this new trend of bullying and are alert to their needs.
- * Teach appropriate assertiveness to those who are or may be targets of bullying
- * Devise a plan to stop the bullying
- * Parents responsibilities:
 - a. Parents should set clear electronic rules
 - b. Parents should visit their child's online activities and online communications as well as text.
 - c. Parents should know their child's passwords and use them in the sense of danger.
 - d. Parents should "friend" their own child on social sites.
 - e. Parents should encourage your child to tell you immediately if they and or someone they know is being bullied.
 - f. Parents should spend time teaching their child on line safety.
 - g. Parents should teach child if they are being bullied they should save the evidence and contact a responsible adult.

SIGNS AND SYMPTOMS OF BULLYING:

Emotional & Behavioral Signs of Being Bullied

- * Afraid to go to school or other activities
- * Extreme emotional or irrational behavior, out of character
- * Appears overly anxious, fearful or depressed
- * Low self-esteem and makes negative comments
- * Complains of feeling unwell (headaches and stomach aches)

- * Lower interest in activities and lower performance at school, May loose interest in favorite activity.
- * Loses things, needs money, reports being hungry after school
- * Injuries, bruising, damaged clothing or articles
- * Appears unhappy, irritable
- * Trouble sleeping may have nightmares
- * May sleep all the time
- * Extremes in eating
- * Threats to hurt themselves or others
- * May appear isolated from the peer group
- * Texting all hours, in secrecy
- * Evasive when asked questions
- * Suicide attempts

Relationship Signs of Being Bullied

- * Parents may be overprotective, restrictive
- * Siblings may bully child at home
- * Lonely and isolated at school
- * Few friends at school or in neighborhood
- * Teachers may be unaware of child's strengths and challenges and therefore unresponsive to needs
- * Few opportunities to shine and show talents at home, school or in the community (positive power)

Emotional & Behavioral Signs of Bullying Others

- * Aggressive with parents, siblings, pets, and friends
- * Low concern for others' feelings
- * Bossy and manipulative behavior
- * Unexplained objects or money
- * Secretive about possessions and activities
- * Holds a positive view of aggression
- * Easily frustrated and quick to anger
- * Does not recognize impact of his/her behavior
- * Has friends who bully and are aggressive
- * Child has trouble standing up to peer pressure

Relationship Signs of Bullying Others

- * Parents may model use of power and aggression by yelling, hitting or rejecting child
- * Parents may model use of power and aggression with each other
- * Siblings may bully child at home
- * Child has friends who bully and are aggressive
- * Child has trouble standing up to peer pressure
- * Teachers or coaches may model use of power and aggression by yelling, excluding or rejecting
- * Few opportunities to shine and show talents at home, school or in the community (positive power)

*VI. SOCIAL MEDIA SITES

Parents though you may not want to, if you have a preteen or teenager you need to stay up with current social media trends.

Below are a list of a few of the social sites: however there are new ones popping up everyday!

Face Book: Mostly adults and businesses now. Number one social networking site.

Twitter: #1 for teen users. Setting up an instant pay system called chirpify

Instagram: #2 for teens. Becoming more commercial oriented. Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them

Ask FM A site that can be prone to bullying. Ask.fm is a Latvia-based social networking website where users can ask other users questions, with the option of anonymity. There are no controls and no reporting tools.

Tumblr Tumblr is a blogging platform that makes it easier to post video, audio, words, social bookmarks, photos, and even other people's blog posts into your blog, and share it with other people.

Pintrest Pintrest is a pin board-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies.

Mobil Mobil allows mobile sharing of photos and video recorded on mobile devices to its website where other users can view the content.

Socialcam is a mobile social video application. It allows users to capture and share videos online and on mobile, as well as other social networks

Path *Path* is a mobile app serving as a personal journal that you can use to share and connect with close friends and family

Google + is a social networking and identity service. It is the 2nd largest social networking site.

Four Square Foursquare to share and save the places you visit. Will give you personalized recommendations and deals based on where you, your friends, and people with your tastes have been.

LinkedIn LinkedIn is a social networking website for people in professional occupations

PotLuck On Potluck, you'll see a stream of links to articles, videos, music, and photos posted by your friends. But unlike on Facebook and Twitter, you won't immediately see who posted what.

Branch Branch is a social site designed to connect conversations online and expand them into meaningful dialogue.

Medium Medium is designed to be a new blogging platform that is more story oriented. It is positioned to be a good place to post anything from white papers to recipes to simple branded stories.

KIK is an online messaging app. Kik is rated 17+ in the app store. You can adjust App Rating restrictions to prevent the download of adult-oriented apps like KIK.

Reedit is a social news and entertainment website where registered users submit content in the form of either a link or a text ("self") post. Other users then vote the submission "up" or "down", which is used to rank the post and determine its position on the site's pages and front page.

StumbleUpon is a discovery engine that finds and recommends web content to its users. Its features allow users to discover and rate Web pages, photos, and videos that are personalized to their tastes and interests using peer-sourcing and social networking principles.

Flickr is an image hosting and video hosting website, and web service suite. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media.

MYSFACE Myspace is a social networking service with a strong music emphasis.

You Tube A video sharing website

Micro Video Sharing: These are apps that allow a short video clip

Snap Chat a site in which the picture or short video disappears once viewed. However even though Snaps are deleted from our servers after they are viewed, we cannot prevent the recipient(s) from capturing and saving the message by taking a screenshot or using an image capture device. As many of you know in Dec 2013 this app was hacked. Personal information was gathered by the hackers.

Snap Chat Story a choice with in Snap Chat to share a Snap with friends, where each Snap lives for 24 hours until it disappears, making room for the new.

Snap Kidz if you indicate you are under age 13 snap chat directs you to snap kids. Does the same but does not allow add friends or messaging

Vine is a mobile app owned by Twitter that enables its users to create and post short video clips. The service was introduced with a maximum clip length of six seconds and can be shared or embedded on social networking services such as Twitter (which acquired the app in October 2012) and Facebook

Keek is a free online social networking service that allows its users to upload video status updates, which are called "keeks". Described as a twitter for video.

Instagram and Twitter now offer video capabilities

VII. COACHES, OFFICIALS & NON ATHLETE VOLUNTEERS

Must adhere to the Safe Sport Guidelines as put forth by USA Swimming. All coaches, officials and non athlete volunteers must also provide background checks as well as take the USA Swimming Safe Sport Course. Please review USA swimnings Safe Sport handbook appendix B Model Policy:electronic communication.

VIII. RESOURCES

EMERGENCY RESOURCES:

* Any abuse should be reported to any of the following:

ASI Safe Sport Chairman: Evan Johnson evanjohnston@att.net

Head Coaches: Keith McAfee coachkeith@dolphin-laser.com or Tay Stratton taystratton@lrac.com

USA swimming Safe Sport Staff, Liz Hoendervoogt at athleteprotection@usaswimming.org

* If you feel you or a friends are in immediate danger call law enforcement. If you have received threatening, sexually explicit, or other inappropriate messages or photographs, please report them to the Cyber Tip line. You can go to www.cybertipline.com or call 1-800-843-5678

* Internet Crimes Against Children Task Force #1 State Police Plaza Little Rock, AR 72209 501-618-8386

ADDITIONAL RESOURCES:

* A free school based internet safety program: <https://sos.fbi.gov/>

* Appcertain gives parental controls and app curfews <https://itunes.apple.com/us/app/appcertain/id633333287?mt=8>

* Be web Smart <http://www.bewebsmart.com/>

- * Social Media Contract between parents and teens <http://www.slideshare.net> you will have to join slide share and search to see this contract.
- * Parent's and Guardians Online resource for internet safety <http://www.netismartz411.org/>
- * National Cyber Security Alliance www.StaySafeOnline.org
- * Wired Safety <https://www.wiredsafety.org/>

IX. REFERENCES

Social Media Guidelines Lecture: What ever parent should know. Hosted by Pulaski Academy, Little Rock, AR.

How to Protect kids from Cyber-Bullying by Dr. Michele Borba

Arkansas Attorney General Internet Crimes Against Children Task Force

University of Texas at Austin Social media Guidelines, Web publishing Guidelines,

Institutional Rules of Student Services and Activities

USC Student-Athlete Social Media Policy

Mashable: Social Media Guidelines

PreveNet: Canada's Authority on Bullying

Boston's Children Hospital: Signs of Bullying

Surviving bullies.org

StopBullying.gov

Bullyingstatistics.org

NYTimes.com Protecting your privacy

Bewebsmart.com

Wikipedia for definitions of social sites

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USA Swimming Safe Sport Handbook