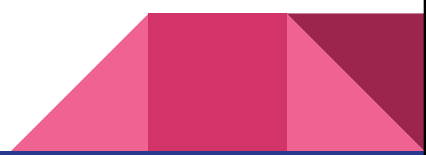


Social Media and Swimming

Parent Meeting April 2017

Purpose

The CANES 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 CANES acknowledges the value of these methods of communication, the Club also realizes that there are associated risks that must be considered when our swimmers/staff use social media.



Photo/Video Release

- USA Swimming now requires a release be listed on all meets. By registering for meets you acknowledge the release.
- CANEs requires a release be signed for registration for all programs.
 - staff/volunteers photo regularly at events.
- You have the right to refuse being photographed/videoed at any time
- What if I don't want my child to be photographed?
 - No problem! Send a written request to
 - hurricaneaquatics@gmail.com
 - coachlizkershaw@gmail.com

CANES and Social Media

- Facebook/Twitter/Instagram
 - Hurricane Aquatics has program pages that are visible to the general public that parents and swimmers can follow, like, retweet, tag, etc.
 - Coaches/Volunteers do post pics/vids & messages about program activities.
 - Swimmers and parents are encouraged to post and # or reference @CANEAquatics of themselves doing swimming related activities.

CANES and Social Media Continued

- Facebook/Twitter/Instagram
 - Please be aware of who else appears in your post when you #CANEaquatics, in case that person doesn't want to be posted publically.
 - Some swimmers have submitted in writing to not appear publically, if you aren't sure please don't post it.
 - Athletes and coaches should NOT be friends/follow one another
 - Absolutely no private messaging between staff and minors!!
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Can Athletes/Coaches Text/e-mail Each Other?

- Yes
 - Between the hours of 7am-9pm (5:15am on Tuesdays) or 30 minutes before/after team related events
 - ONLY directly about team activities
 - Parents should be CC'ed on messages
 - Parents can ALWAYS submit a written request to discontinue electronic communication
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Transparent, Accessible, Professional

Electronic communication should be transparent, accessible and professional in multiple directions.

- CANES communicating with families/swimmers
 - Model Relationship between Coach and Athlete
- Swimmers communicating with others
 - Being smart online

Transparent

CANES: All electronic communication between coaches/staff and athletes should be transparent. Your communication should not only be clear and direct, but also free of hidden meanings, innuendo and expectations.

Swimmers: Swimmers individual online presence should always be set to private! Swimmers communication should not only be clear and direct, but also free of hidden meanings and innuendo. Posts, pics and tweets should be carefully thought out. Be aware of camera angles and identifying information.

Accessible

CANES: 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.

Swimmers: Once electronic communication is posted it is permanent. Your pages/message may be private, however, if you are tagged, retweeted, or forwarded, the world will see it. Examples of people who may try to look into your info: College coaches, potential employers, friends of friends, and random strangers.



Professional

CANES: 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.

Swimmers: Online is your public image. Do you want to be viewed as a kind person that has fun? Someone who cares for dogs, your friends and surfing? Don't post anything that can hurt you or others. Report trouble to an adult when you see it.



Swimmers and Social Media

Messages should avoid of the following:

- Contraband
- Conversations with multiple meanings and innuendos
- Contact information or specifics of your activity locations
- Suggestive or inappropriate pictures
- Messages/pics that are hurtful

Avoid APC's (Access, Privacy, Control)



Don't know if it's appropriate?!

Ask yourself:

- "Is this post/message something my parents would find appropriate or acceptable if I said it face-to-face?"
- "Is this something I am comfortable saying out loud to the intended recipient's parents/grandparents?"

IF THE ANSWER IS **NO**, DON'T SEND/POST IT!

- "Can this post be viewed as hurtful or dirty?"

IF THE ANSWER IS **YES**, DON'T SEND/POST IT!



Reminders!

- Once you post something online, it is there forever!!
- Employers, college admissions officers, and athletic recruiters have eyes everywhere
- NEVER post your personal information as it could be compromised

