

Iowa Swimming LSC (IASI) Social Media Access & Usage Policy

1. Purpose

The purpose of this policy is to ensure that Iowa Swimming LSC (IASI) maintains a positive, consistent, and professional presence across all social media platforms. This policy establishes guidelines for authorized access, content creation, and posting by IASI Committee Chairs and other approved representatives.

2. Scope

This policy applies to all official IASI social media platforms, including but not limited to:

- Facebook
- Instagram
- X (Twitter)
- Threads
- TikTok
- YouTube
- Other approved platforms representing Iowa Swimming LSC.

It covers posts, comments, direct messages, images, videos, and any other content published on these platforms.

3. Authorized Users

Each authorized user must sign a copy of this policy acknowledging their understanding and agreement before gaining access to any/all IASI social media platforms.

4. Account Access and Security

- Login credentials will be managed and maintained by the IASI IT Chair or General Chair.
- Passwords will be updated regularly (at least twice per year) and immediately if a user's role changes, ends, or takeovers.
- Authorized users may not share credentials with unauthorized persons.
- Multi-factor authentication (MFA) should be enabled on all platforms when available.
- All access changes must be reported to the IASI General Chair.

5. Content Guidelines

Authorized users are expected to:

- Promote the mission, vision, and values of Iowa Swimming and USA Swimming
- Ensure that all content complies with USA Swimming Rules and Code of Conduct, Children's Online Privacy Protection Act (COPPA) and Minor Athlete Abuse Prevention Policy (MAAPP).
- Avoid:
 - Negative commentary about athletes, officials, teams, or volunteers
 - Political, religious, or controversial content
 - Commercial endorsements or fundraising outside of approved ISI initiatives
 - Posting during ongoing disciplinary, grievance, or protest procedures

6. Approval Process

- Routine posts (meet reminders, results, recognition) may be posted directly by authorized users.
- Posts involving policy announcements, partnerships, or sensitive issues require approval from the IASI General Chair/Director or Communications Chair.
- When in doubt, users should seek approval before posting.

7. Monitoring and Oversight

- The IASI Communications Chair will monitor social media activity regularly to ensure compliance with this policy.
- Inappropriate or unauthorized content will be removed promptly.
- Violations may result in suspension or revocation of posting privileges and, if necessary, referral to the ISI Board of Directors.

8. Personal Social Media Use

Committee members and volunteers may identify themselves as affiliated with Iowa Swimming but must clearly state that their views are personal unless authorized to speak on behalf of ISI. Personal accounts should not use ISI branding without approval.

9. Crisis Communication

In the event of a crisis or sensitive situation, only the IASI General Chair, or designated spokesperson may post or respond on behalf of Iowa Swimming.

10. Policy Review

This policy shall be reviewed annually by the IASI Communications Committee and approved by the IASI Board of Directors to ensure relevance and compliance with USA Swimming Policies and Procedures.