



**NEW
ENGLAND
SWIMMING**

New England Swimming Social Media Policies and Guidelines

adapted on July 19, 2022 to begin on Sept. 1, 2022

Rationale: Social Media is a valuable tool to promote the brand of New England Swimming to current members, prospective members, and the greater swimming community. However, it must be utilized with prudence and responsibility so as to ensure that the brand of New England Swimming is portrayed in a positive light and continually protected. Any use of social media in relation to New England Swimming is a privilege and not a right.

Primary Mission

The primary mission of New England Swimming social media is to provide to New England Swimming's members and clubs useful information, that is not as readily or more readily available elsewhere, about:

1. New England Swimming and its activities;
2. Other competitive swimming entities and organizations and their activities;
3. Other persons and their activities that are of interest to the members or clubs of New England Swimming, and
4. New England Swimming's members and clubs and their activities.

Secondary Mission

Secondary missions of New England Swimming social media are (in order of importance):

1. To provide information about New England Swimming and its activities to the public;
2. To promote and publicize New England Swimming and its members and clubs to the public;
3. To promote and publicize the sport of competitive swimming to the public in New England;
4. To promote and publicize persons and entities who provide significant support to New England Swimming or its activities.

Content Philosophy

To achieve its present and future missions, the content of New England Swimming social media will be governed by the following philosophies:

- a. The information available through New England Swimming's social media shall: comply with all applicable legal requirements, comply with all applicable mandates of USA Swimming, and be appropriate for dissemination to persons of any age;
- b. The information available through New England Swimming's social media must be in-line with the mission, vision, and values of New England Swimming;

- c. The information available through New England Swimming's social media shall not: result in any person or entity becoming subject to criminal sanction or civil liability, be likely to result in physical or mental harm to any person or damage to any property, bring the sport of swimming or New England Swimming or any other person or organization into disrepute, or be reasonably expected to be considered private, secret or confidential by any affected person or entity;
- d. Any posts surrounding the business of the organization (elections, competition announcements, applications for positions, etc.) must be posted in tandem with or after the official dissemination of the information (i.e. website);
- e. Any form of inappropriate language or imaging is strictly prohibited;
- f. No content may be posted in relation to *any* social or political issue or event, including the reposting of another entity's post, without the vote of the Board of Directors;
- g. New England Swimming's efforts to comply with these content philosophies should be responsibly limited so as not to overburden its volunteers or employees or its financial resources.

Social Media Creation

The request of any Board Member, Committee, or other New England Swimming member to create a social media account using name, image, likeness, or otherwise related identity of New England Swimming is to be made to the Administrative Vice Chair. The Administrative Vice Chair will approve or deny the request in light of the content outlined above. Appeals of the decision of the Administrative Vice Chair may be made to the Board of Directors. Any accounts using the name, image, likeness, or otherwise related identify of New England Swimming without the written approval of the Administrative Vice Chair are in violation of this policy and are to reported to the social media host as fictitious accounts. All New England Swimming social media accounts remain the property of New England Swimming.

Social Media Administration

The Administrative Vice Chair, or his/her designee, will have access to all accounts. Other members may request access, either ongoing, or for a defined period of time, by the Administrative Vice Chair.

Access may only be granted in writing, and the request must include an attestation to comply with all aspects of this policy. The decisions of the Administrative Vice Chair may be appealed to the Board of Directors.

It is a violation of this policy for anyone other than the Administrative Vice Chair to grant anyone access to any account. No other individuals or groups, unless granted written permission by the Administrative Vice Chair, may have access to the social media accounts.

Any violations of this policy, as determined by the Administrative Vice Chair, are subject to immediate loss of social media privileges. Appeals may be made to the Board of Directors. Reinstatement of social media privileges may only be granted by the Board of Directors.

[FORM TO SUBMIT TO REQUEST A POSTING ON SOCIAL MEDIA](#)