

	<h2>Policies and Procedures</h2>	
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Table of Contents

- 1. POLICY OVERVIEW 2
- 2. PURPOSE OF POLICY..... 2
- 3. DEFINITIONS..... 2
- 4. ELECTRONIC COMMUNICATION 3
- 5. WEBSITE 3
 - 5.1. Website Management 3
 - 5.2. Webmaster Workload..... 3
- 6. UTSI ONLINE PRIVACY STATEMENT AND INFORMATION 3
 - UTSI Online Privacy Statement** 3
- 7. UTSI SPONSORED SOCIAL MEDIA..... 5
 - 7.1. Instagram 5
 - 7.2. Facebook—Not Active 5
 - 7.3. Twitter @UtahSwim..... 5
- 8. RELATED DOCUMENTS AND FORMS..... 5
- 9. NOTIFICATION 6
- 10. DISTRIBUTION OF POLICY AND UPDATING 6
- CHANGE LOG 6
- APPENDIX 7
- Website Management Table..... 8
 - HOME 8
 - GOVERNANCE 8
 - SANCTIONS..... 9
 - REGISTRATIONS..... 10
 - CLUBS 10
 - TIMES 10

COACHES	10
OFFICIALS	11
ATHLETES	11
DIVERSITY, EQUITY, INCLUSION	11
PARENTS.....	12
(Other).....	12
FOOTER	12
LSC PORTAL ON USA SWIMMING WEBSITE	13

1. POLICY OVERVIEW

- 1.1. Sections two (2) and three (3) give general information applicable to the entire policy.
- 1.2. Section four (4) through seven (7) detail Utah Swimming policies related to their website, social media accounts, and general electronic communication.
- 1.3. Section eight (8) lists documents and forms applicable to this policy.
- 1.4. Sections nine (9) and ten (10) outline administrative procedures and responsibility for ongoing policy implementation, notification, and distribution.

2. PURPOSE OF POLICY

- 2.1. This policy is intended to ensure Utah Swimming compliance with government law and governing organization rules and policies regarding electronic communication including its website and social media accounts. Additionally, it provides clear assignment of responsibility regarding website content and management, and a record of key information pertaining to UTSI social media accounts.

3. DEFINITIONS

- 3.1. **Appendix:** Supplementary material located at the end of some Utah Swimming Policies and/or Procedure documents. Appendix material is not mandated policy and therefore does not require board approval to change.
- 3.2. **Board Member:** A member of the [Utah Swimming] Board of Directors, including the At-Large Board Members.
- 3.3. **Independent Contractor:** Any person whom Utah Swimming compensates directly and who performs services for the organization.
- 3.4. **Leadership Task Calendar (LTC):** A spreadsheet that compiles board and other leadership tasks as dictated in UTSI governing documents or related support and assigns a responsible party and deadline.
- 3.5. **LSC:** Local Swim Committee, the regional governing body for USA Swimming. The LSC for the state of Utah is Utah Swimming.
- 3.6. **Policies and Procedures:** The principles, rules, and guidelines of UTSI, as amended and adopted by the Board of Directors or the House of Delegates.

- 3.7. **Rules and Regulations:** Specific rules and procedures that govern the conduct of UTSI competitive swim meets.
- 3.8. **UTSI:** Utah Swimming, Inc. A Utah not-for-profit corporation.

4. ELECTRONIC COMMUNICATION

All electronic communication on behalf of Utah Swimming must comply with all applicable laws and USA Swimming rules and policies. It must also conform to the Minor Athlete Abuse Protection Policy (MAAPP www.usaswimming.org/maapp) and all Utah Swimming Athlete Protection Policies. (#302 on the [UTSI Policies and Procedures page.](#))

5. WEBSITE

5.1. Website Management

- 5.1.1. The *Website Management Table* designates responsibility for the content and updating of the UTSI website by area. It is in the Appendix. The webmaster is responsible for posting content produced and provided by the people or groups listed on the table in a timely manner.

5.2. Webmaster Workload

- 5.2.1. UTSI contracts with a webmaster. Regular maintenance and updating is included within the contract. Extensive changes that may require additional time to either implement or maintain must be approved by the Administrative Vice Chair.

6. UTSI ONLINE PRIVACY STATEMENT AND INFORMATION

- 6.1. The UTSI Website Privacy Statement must comply with the *Children's Online Privacy Protection Act* (COPPA.)
- 6.2. The UTSI Website Privacy Statement (as stated below, not this policy in its entirety) will be posted on the UTSI website and linked to from every page. This is usually done in the footer. The date of the policy will also be included in the post. Requiring the date is intended to help ensure current policy posting.

UTSI Online Privacy Statement

Utah Swimming's Commitment to Privacy

This website is a general audience website.

While we encourage members to browse our website, we also wish to educate parents and children about issues of privacy when visiting our site. As a result, we are committed to full compliance with the Children's Online Privacy Protection Act of 1998 (COPPA) and the USA-S Swimming Privacy Policy.

COPPA applies to individually identifiable information about a child that is collected on line, such as full name, home address, email address, telephone number or any other

information that would allow someone to identify or contact the child. The Federal Trade Commission (FTC) is the enforcing authority.

Information gathered by Utah Swimming

- Utah Swimming does not gather or store personal information about athletes on its website.
- Information acquired during registration for swim meets is the property of USA Swimming and its use is within the control of USA Swimming. USA Swimming strictly limits the use of member's personal information to that information necessary for the conduct of the business of USA Swimming and its LSCs.

Utah Swimming adheres to COPPA through the following:

- No advertising is permitted on our website.
- There is no collection of personal information on the website that includes athlete's full name, home address, email address, or telephone number that would allow someone to identify or contact a child.
- While Utah Swimming may track usage statistics on its website through Google Analytics, we do not track information linked to individuals who visit the web site.
- Access to private information on the website is controlled by limiting those with administrative access to Utah Swimming's website.
- Limited pictures of children are allowed on the website and Utah Swimming's social media sites (Facebook, Instagram, Twitter).
- Utah Swimming obtains a signed release from parent/guardians if children are singled out in any way or a picture is obtained from a non-public event or setting.
- Pictures from public events are published, but at no time is a child identified by other than a first name; team caps are blurred when possible; Utah Swimming complies with suggested Federal guidelines to limit identifiable markers photographs so there are no more than 3 markers.
- Parents may request that any posted photograph or any other information that they feel is too identifiable be removed from the Utah Swimming website.
- Children's information is never shared with third parties (other than USA Swimming).

Third-Party Sites and Sponsors

- Our site contains limited links to other sites whose information practices may be different from ours. Visitors should consult the other sites' privacy notices, which may differ from ours.

Cookies and How We Use Them

- Cookies are used to gather basic tracking information and to monitor the presentation of advertisements and are placed on your hard drive by many major websites. Utah Swimming does not intentionally use cookies on its website; however, the site is powered by TeamUnify, which does collect some information as identified in their privacy statement.

(September 14, 2021)

7. UTSI SPONSORED SOCIAL MEDIA

7.1. Instagram

- 7.1.1. **Who produces content:** Any member, parent, or other affiliate may send information or a potential post to athletes@utahswimming.org for consideration. Members of the athlete committee are primarily responsible for posts.
- 7.1.2. **Who can post:** Senior and Junior Athlete Reps
- 7.1.3. **Location of log-in information:** For login information, see UTSI Administrative Assistant to the Board/Administrative Assistant to the Board.
- 7.1.4. **Who has administrative responsibility for the account:** Senior Athlete Rep

7.2. Facebook—Not Active

- 7.2.1. **Who produces content:**
- 7.2.2. **Who can post:**
- 7.2.3. **Location of log-in information:**
- 7.2.4. **Who has administrative responsibility for the account:**

7.3. Twitter @UtahSwim

- 7.3.1. **Who produces content:** Any member, parent, or other affiliate may send information or a potential post to athletes@utahswimming.org for consideration. Members of the athlete committee are primarily responsible for posts.
- 7.3.2. **Who can post:** Senior and Junior Athlete Reps
- 7.3.3. **Location of log-in information:** For login information, see UTSI Administrative Assistant to the Board/Administrative Assistant to the Board.
- 7.3.4. **Who has administrative responsibility for the account:** Senior Athlete Rep

8. RELATED DOCUMENTS AND FORMS

- 8.1. Minor Athlete Abuse Protection Policy (www.usaswimming.org/maapp)

- 8.2. UTSI Policy #302 *Athlete Protection Policies* ([UTSI Policies and Procedures page](#))
- 8.3. Children’s Online Privacy Protection Rule (COPPA) [Children's Online Privacy Protection Rule \("COPPA"\) | Federal Trade Commission \(ftc.gov\)](#)
- 8.4. UTSI Policy #20 *Board of Directors* ([UTSI Policies and Procedures page](#))
- 8.5. UTSI Policy #50 *Committee Handbook* ([UTSI Policies and Procedures page](#))

9. NOTIFICATION

- 9.1. Annually, the Administrative Vice Chair will
 - 9.1.1. *Distribute* this policy to UTSI board members and relevant independent contractors,
 - 9.1.2. *Instruct* them in their website and any other policy related responsibilities and
 - 9.1.3. *Ask them to review* the Website Management Table and any other relevant parts of the policy.
- 9.2. Notification of this policy and board member responsibility to it will be included in the Board Orientation and Onboarding process.
- 9.3. Notification of this policy and board and committee member responsibility to it will be included in the Board Member Responsibilities (listed in policy #20-Board Members) and in the Committee Handbook (policy #50).
- 9.4. The Administrative Vice Chair will include any needed information from this policy in contracts where needed.
- 9.5. When new Independent Contractors are retained for UTSI, the Administrative Vice Chair will make them aware of this policy and any obligations they have as a result.

10. DISTRIBUTION OF POLICY AND UPDATING

- 10.1. Policy will be posted on UTSI website
- 10.2. At least annually the Administrative Vice Chair will review this policy for currently relevancy and accuracy. The policy will also be reviewed considering compliance with current laws, rules, and policies of applicable government and other governing organizations including USA Swimming. The Administrative Vice Chair may ask others to assist as needed. Additionally, the Administrative Vice Chair will ensure the policy is updated by working with the Governance Committee and Board of Directors as needed.
- 10.3. Annual, seasonal, or other interval reminders of responsibility to assignments outlined in the *Website Management Table* will be included in the *UTSI Leadership Task Calendar*. (LTC)

CHANGE LOG				
Version	Date	Description of Change/Section(s)	Author or Editor	Authority
1	9/14/2021	New policy	Paul Larsen, Danny Detjen, Cathy Vaughan	BOD
2	10/19/2021	Updated wording	Serena Werner	BOD

3	02/16/2022	Housekeeping changes to Website Management table: 1-Added row numbers; 2-added responsibility for USA Swimming Portal; 3-Changed name of Admin Review Board secretary back to "secretary."	Stan Crump	BOD
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APPENDIX

Website Management Table

Designates responsibility for the content and updating of the UTSI website by area.

Requests for routine maintenance and updating go directly to the webmaster. Changes that will require substantial time to do or maintain must be approved by the Administrative Vice Chair first.

Row Number	Website Section or Page	Who produces CONTENT for this page/section?	Who gets CONTENT to Webmaster?	Who verifies CONTENT accuracy & links at least annually	Who can make online changes to this area?	Notes
<p>A=Designated Athlete Rep w/assistance from Athlete Committee (Senior Athlete Rep designates who); AG=Age Group Chair or designee; ARB=Administrative Review Board; ARBS=Administrative Review Board Administrative Secretary; AV=Admin Vice Chair or designee; BOD=Board of Directors; BA=Administrative Assistant to the Board; C=Coach Rep or designee from Coaches Cmt; CMSC=Championship Meets Steering Cmt Chair or designee; Cmts=Any/Every UTSI Committee Chair or designee; DEI=DEI Chair or designee from DEI Cmt; F=Finance Vice Chair; GvC=Governance Cmt Chair or designee; HOD=House of Delegates; MC=Member Communications Coordinator; na=not applicable; O=Officials Chair or designee from Officials Cmt; R=Registrartions; S=Safety Chair or designee from Safety Cmt; SC=Sanctions Coordinator; SR=Senior Chair or designee from Senior Cmt; T=Times Coordinator; TR= Treasurer; W=Webmaster</p>						
2	HOME					
3	About	BOD	BA	BA	W	
4	News	BOD, Cmts, Anyone in charge of LSC sanctioned programming or news, GvC (when needed for governing doc change)	BOD, Cmts, Anyone in charge of LSC sanctioned programming or news, GvC (when needed for governing doc change)	na (news is short term)	W, MC?	Set news to expire? (Keep it for short term)
5	Events	BOD, Cmts, Anyone in charge of LSC sanctioned events	BOD, Cmts, Anyone in charge of LSC sanctioned events	W	W	
6	Contact	MC	MC	MC	W	
7	Team Feed	Paid feature that UTSI doesn't currently pay for. (As of 9/2021)				
8	Sponsors	F	F	F	W	
9	GOVERNANCE					
10	Board of Directors	BA	BA	BA	W	
11	Administrative Review Board	ARB	ARBS	ARBS	W	
12	Meeting Schedule	BA	BA	BA	W	
13	UTSI Committees	Cmts	Cmt Secretary	Cmt Secretary	W	
14	About UTSI	BOD	BA	BA	W	
15	Bylaws	HOD	GvC	GvC	W	
16	Rules & Regs	BOD	GvC	GvC	W	

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17	Policies & Procedures	BOD, GvC	GvC	GvC	W	
18	LTC	BOD via policies, BA	BA	BA	W	BA Manages online LTC page
19	Minutes	BA	BA	BA	W	
20	FAQ	MC	MC	MC	W	
21	Strategic Plan	BOD	BA	BA	W	
22	LSC Financial Plan (Budget)	F, TR, (Budget is approved by HOD)	TR	TR	W	Required by LEAP
23	MEETS	SC	SC	SC	W, SC?	
24	20XX Results (multiple pages)	T	T	T	W	Results do not change once posted so do not need to verify accuracy, only verify link works annually
25	SANCTIONS	BOD via policy, SC	SC	SC	W, SC?	
26	Time Verification Report & Instructions	T	T	T	W, SC?	
27	Certified Pools	SC	SC	SC	W, SC?	

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28	Online Swim Meet Safety Kit	S	S	S	W	
29	REGISTRATIONS	BOD via policy, R	R	R	W	
30	CLUBS	R	R	R	W	If want to expand, perhaps work with AV? (AV has administrative responsibility for club development)
31	Club Portal Info	W	W	W	W	
32	Virtual Club Championships	No content – only link to USA Swimming	na	na	W	
33	Find a team/lessons	W	W	W	W	If want to expand, perhaps work w/ Age Group Chair or Cmt?
34	TIMES	T	T	T	W	
35	Records	T	T	T	W	
36	Time Standards	AG, SR, CMSC	AG, SR, CMSC	AG, SR, CMSC	W	
37	Season Top Times	T	T	T (update seasonally)	W	
38	COACHES	C	C	C	W	
39	Trainings	C	C	C	W	
40	News	C	C	C	W	

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41	OFFICIALS	BOD via policy, O	O	O	W	
42	Stroke & Turn	BOD via policy, O	O	O	W	
43	Starter	BOD via policy, O	O	O	W	
44	Referee	BOD via policy, O	O	O	W	
45	Admin	BOD via policy, O	O	O	W	
46	Clinics	O	O	O	W	
47	ATHLETES	A	A	A	W	
48	Athlete Committee	A	A	A	W	
49	Leadership Summit	A	A	A	W	
50	News	A	A	A	W	
51	College Swimming	SR	SR	SR	W	
52	Athletes Resources	A	A	A	W	
53	Scholastic A.A.	SR	SR	SR	W	Need to unabbreviated if possible (All-American) – Link does not work
54	DIVERSITY, EQUITY, INCLUSION	BOD via policy, DEI	DEI	DEI	W	

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55	PARENTS	AG	AG	AG	W	What's there is fine – no need to duplicate effort, just send them to USA-S
56	(Other)					
57	Swimposium	AV/Swimposium Cmt	AV/Swimposium Cmt	AV/Swimposium Cmt	W	
58	Age Group Zones	AG	AG	AG	W	
59	HEADER					
60	SOCIAL MEDIA BUTTONS					
61	Facebook	Currently Inactive			W (website button)	
62	Twitter	A	na	W	W (website button)	
63	Instagram	A	na	W	W (website button)	
64	Misc. Links & Logos	F (determines what should/should not be posted)	F	W	W	
65	FOOTER					
66	Site Map	W	W	W	W	

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67	Social Media Buttons	See "Social Media Buttons" in Header Section			W	
68	Privacy Statement	BOD via policy	GvC	W (Ensure statement compliance w/current law)	W	
69	LSC PORTAL ON USA SWIMMING WEBSITE	USA Swimming & W	W	W	W	
70	LSC Portal Header Information (including logo and mission statement) & any other LSC controlled inputs	W	W	W	W	