



Social Media Policy

Every member of the NLAC swim team needs to be aware of the far-reaching impacts of data posted to web sites, sent via email, and other electronic mediums. This includes photos posted to web sites, text messages between teammates, or information that is on blog sites, and messages posted to sites like Twitter, Facebook, etc.

No team member's future should be jeopardized due to a careless or thoughtless action. We must recognize that the words and photos that we post on-line are there for everyone to read and view. We must also understand the consequences of public communication.

Why this is important: Most people are aware of the mistakes made by people using social media. In constructing this policy, we hope to help our athletes avoid taking missteps that could negatively impact their futures. Here are some recent examples.

- A high school student-athlete is expelled from school after tweeting racially charged and sexually explicit messages.
- Multiple members of a high school team are suspended after posting sexually provocative pictures on social networking sites.
- A college program suspends a player after he tweets that his classes are pointless.
- Another program bans its players from Twitter, after one of its student-athletes tweeted song lyrics about killing cops, drawing the ire of local police.
- A high school player takes the bait and gets into a war of words on Facebook with a student at a rival school, leading to the player's suspension.
- A little league softball team is kicked out of the playoffs after a picture is posted of 4 teammates making an obscene gesture to a rival team.

Representing the Club: Swimming for NLAC is a privilege, and the club expects those affiliated to portray themselves, NLAC, and the community in a positive and respectful manner. No matter where you are, who you are with, or what you are doing, you are a member of this team. Your actions can reflect on this club, even when engaging in activities outside of the pool or team functions.

Posts are always visible: Once an athlete posts or tweets a message, it is captured and indexed by any number of search engines that crawl the Internet. This means that a message never actually goes away. Text messages and photos can be saved or screen shot without the sender's knowledge. Colleges, coaches, and employers will research potential recruits, and turn them away based on social media findings.

Rules and Guidelines

- Using social media to attack, degrade, or demean any person, team or organization is not allowed.
- Profanity, obscenities, vulgarities, sexism, racism, homophobic, and sexual references will not be tolerated.

- Do not engage with fans or members from other teams if they are making derogatory comments online. Anything deemed inappropriate or upsetting should be brought to the attention of an adult.
- Athletes may not create pages or accounts that represent NLAC unless they have been given permission by a member of the NLAC staff. Employee administrative privileges need to be granted for the duration of the page's existence.
- Athletes will not engage in posts, pages, tweets, etc. that are anonymous, meant to be "confessions," or an outlet for hurtful material. If you don't want people to know that you are the owner of a statement, then that statement shouldn't be made.
- Use some common sense. If you are not sure whether a post or tweet is appropriate, then it probably is not. Never tweet or post when you are emotional. The decisions we make while emotional are myopic and rarely look ahead to potential consequences. Chances are the action will have a negative outcome.
- Be cautious when retweeting or reposting someone else's content. Such action can appear to be an endorsement of the message, even if you are not the original author.
- Never assume that a message or post is protected from public view, even if you have the "private" settings turned on for your profile.
- Do not give out personal contact information to a "friend" or "follower" that you do not know, and never post that information publicly.

USE OF CELL PHONES & CAMERAS:

Under no circumstances will cameras or cell phones be allowed in locker rooms or behind the starting blocks. No cell phones will be allowed out of swim bags during practice without the coach's permission to make or accept a call (this includes dryland activities). Cell phones are NOT permitted on the competition pool deck at swim meets. It is recommended that athletes use devices without cameras to play music. Camera or cell phone use on deck during a meet session will result in confiscation of the device.

CONSEQUENCES:

Any action that NLAC deems to be harmful to another athlete, coach, staff member, or the NLAC image will be subject to consequences as outlined in the NLAC swimmer's Code of Conduct.