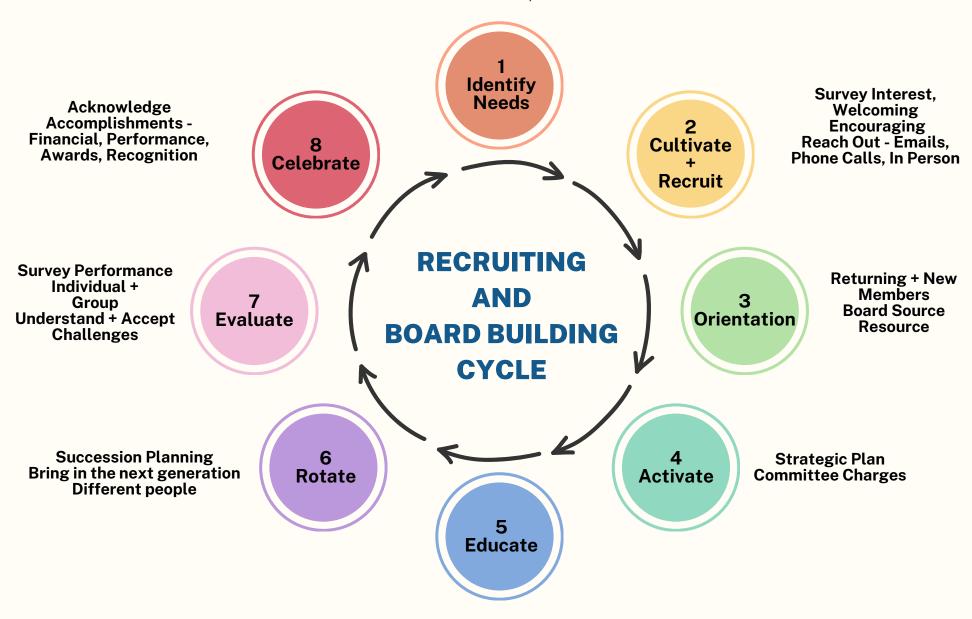
Position, Skills, Diversity, Geographic, Gender, Ethnicity, Personality, Club Size, Athlete Level, Different Points of View, Socioeconomic



Workshops, Retreats, CLBMS Courses, Team Services

## **USA Swimming Best Practices**

Governance Committee Nominating Committee Determine Needs Position Descriptions

Document
Monthly Reports
Inclusive
Understand + Use Budget Funds

Evaluate once each season Post on Website Share with Members

**SUCCESSION PLANNING** 

**FINANCES** 

**STRATEGIC PLAN** 

## **BOARD ORIENTATION**

Returning + New
Assign Responsibilities
Include Athletes
LSC Athlete Rep Survival Guide
Connect to USAS, Zone, LSC
Mission, Vision, Values

## **COMMITTEES**

Seek Interest Engagement Hold Meetings Share Minutes/Notes

## **USA SWIMMING COMMUNICATIONS**

- 5 Main Channels
- Active + Passive
- Voice/Tone (Language, Formality, Feel)
- Style Guide (Visual)
- Reflect Brand (Font, Colors, Logo)
- Quality Images
- Templates Consistent, Speed, Ease, Familiar
- Tailor Message to Channel
- Archive Content
- Current & Consistent Information
- Content Calendar Consistent Distribution, Avoid Clusters
- Analytics Refine Content
- Security SWIMS + Marketing Cloud
- MAAPP Compliant
- Social Media Post Consistent, Engaging
- Social Media Content Behind the Scenes,
   Athlete Takeover, Event Promotion + Follow-up,
   Testimonials, Accomplishments
- USAS Social Media Toolkit in development

**EMAIL** 

WEBSITE

**WORD OF MOUTH** 

**SOCIAL MEDIA** 

**NEWSLETTERS** 

Targeted, Directed Content
Accurate Emails (SWIMS)
Role Based (Athlete, Parent, Coach, etc.)
98% Delivery Rate, 50-70% Open Rate

Current Information
Consistent Format
SWIMS Message Center
Archiving

Workshops
Annual Business Meeting
LSC Leader Calls
National Committee Meetings

Instagram
FaceBook
X
You Tube

Coaching Connection
Officials
Safe Sport
Lane Lines

