

Social Media & Electronic Communication Policy

PURPOSE

The Aquatic Club of Elkhorn (ACE) recognizes the prevalence of electronic communication and social media in today's world. Increasingly, many of our swimmers use these means as their primary method of communication. While the Club acknowledges the value of these methods of communication, the Club also realizes that there are associated risks that must be considered when adults use these methods to communicate with minors.

GENERAL CONTENT

All communications between a coach or other adult and an athlete must be professional in nature and for the purpose of communicating information about team activities. The content and intent of all electronic communications must adhere to the USA Swimming Code of Conduct regarding the Minor Athlete Abuse Protection Policy (MAAPP). This policy is the minimal guidelines; the coaching staff may choose to be more restrictive.

Whether one is an athlete, coach, board member or parent, the guiding principle to always use in communication is to ask: "Is this communication something that someone else would find appropriate or acceptable in a face-to-face meeting?" or "Is this something you would be comfortable saying out loud to the intended recipient of your communication in front of the intended recipient's parents, the coaching staff, the board, or other athletes?"

MAAPP: SOCIAL MEDIA AND ELECTRONIC COMMUNICATIONS

I. Content

All electronic communication from Participating Adults to minor athletes must be professional in nature.

II. Open and Transparent

Absent emergency circumstances, if a Participating Adult with authority over minor athletes needs to communicate directly with a minor athlete via electronic communications, the minor athlete's legal guardian must be copied. If a minor athlete communicates to the Participating Adult (with authority over the minor athlete) privately first, said Participating Adult must copy the minor athlete's legal guardian on any electronic communication response to the minor athlete. The following exceptions apply: emergency circumstances, when a Dual Relationship exists, and the Close-In-Age Exception. See MAAPP for definitions of these exceptions.

When a Participating Adult with authority over minor athletes communicates electronically to the entire team, said Participating Adult must copy another adult.

III. Requests to Discontinue

Legal guardians may request in writing that their minor athlete not be contacted through any form of electronic communication by the club, LSC or by a Participating Adult subject to this Policy. The organization must abide by any such request that the minor athlete not be contacted via electronic communication, or included in any social media post, absent emergency circumstances.

IV. Hours

Electronic communications must only be sent between the hours of 5:00 a.m. and 9:00 p.m. local time, unless emergency circumstances exist, or during competition travel.

V. Prohibited Electronic Communication

Participating Adults with authority over minor athletes are not permitted to maintain private social media connections with unrelated minor athletes and such Participating Adults are not permitted to accept new personal page requests on social media platforms from minor athletes, unless the Participating Adult has

a fan page, or the contact is deemed as celebrity contact as opposed to regular contact. Exceptions include when a "Dual Relationship" or a "Close-in-Age" Exception applies. Existing social media connections with minor athletes must be discontinued. Minor athletes may "friend" the club and/or LSC's official page.

Participating Adults with authority over minor athletes must not send private, instant or direct messages to a minor athlete through social media platforms.

REPORTING INFRACTIONS

Infractions to the Aquatic Club of Elkhorn Social Media & Electronic Communication Policy should be reported to the Head Coach and President of the Board of Directors immediately for evaluation. Infractions of the code of conduct regarding Athlete Protection should be reported in the same manner.

Infractions of the Code of Conduct regarding Athlete Protection are required (by section 306) to be reported to the USA Swimming Athlete Protection Officer.