

Electronic Communication Policy Rockwall Aquatic Center of Excellence

PURPOSE

The Rockwall Aquatic Center of Excellence (the “Club”) recognizes the prevalence of electronic communication and social media in today’s world. 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 Athlete Protection.

For example, as with any communication with an athlete, electronic communication should not contain or relate to any of the following:

- drugs or alcohol use;
- sexually oriented conversation; sexually explicit language; sexual activity
- the adult’s personal life , social activities, relationship or family issues, or personal problems; and
- inappropriate or sexually explicit pictures
- Note: Any communication concerning an athlete's personal life, social activities, relationship or family issues or personal problems must be transparent, accessible and professional.

Whether one is an athlete, coach, 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?”

With respect to electronic communications, a simple test that can be used in most cases is whether the electronic communication with swimmers is **Transparent, Accessible and Professional**.

Transparent: All electronic communication between coaches and athletes should be transparent. Your communication should not only be clear and direct, but also free of hidden meanings, innuendo and expectations.

Accessible: All electronic communication between coaches and athletes should be considered a matter of record and part of the Club’s records. Whenever possible, include another coach or parent in the communication so that there is no question regarding accessibility. **When communicating one on one with a minor athlete a parent must be copied on the communication.**

Professional: All electronic communication between a coach and an athlete should be conducted professionally as a representative of the Club. This includes word choices, tone, grammar, and subject matter that model the standards and integrity of a staff member.

If your communication meets all three of the **T.A.P.** criteria, then it is likely your method of communication with athletes will be appropriate.

FACEBOOK, INSTAGRAM, BLOGS, AND SIMILAR SITES

Coaches may have personal Facebook (or other social media site) pages, but they are not permitted to have any athlete member of the Club join their personal page as a “friend.” A coach should not accept any “friend” request from an athlete. In addition, the coach should remind the athlete that this is not permitted. Coaches and athletes are not permitted to “private message” each other through Facebook. Coaches and athletes are not permitted to “instant message” each other through Facebook chat or other IM method.

Coaches are encouraged to set their pages to “private” to prevent athletes from accessing the coach’s personal information.

TWITTER, INSTAGRAM, FACEBOOK

Best Practice: If the Club develops official social media accounts that coaches, athletes and parents can follow for information and updates on team-related matters. Coaches are not permitted to follow athletes on Twitter. Likewise, athletes are not permitted to follow coaches on Twitter. Coaches and athletes are not permitted to “direct message” each other through Twitter.

TEXTING

Subject to the general guidelines mentioned above, texting is allowed between coaches and athletes during the hours from 8am until 8pm. Texting only shall be used for the purpose of communicating information directly related to team activities. **When communicating one on one with a minor athlete a parent must be copied on the communication.**

EMAIL

Athletes and coaches may use email to communicate between the hours of 8am and 8pm. When communicating with an athlete through email, a parent, or another coach must also be copied. **When communicating one on one with a minor athlete a parent must be copied on the communication.**

REQUEST TO DISCONTINUE ALL ELECTRONIC COMMUNICATIONS

The parents or guardians of an athlete may request in writing that their child not be contacted by coaches through any form of electronic communication.

The USA Swimming Minor Athlete Abuse Protection Policy (MAAPP) has five parts. This resource is intended to provide information regarding implementing the Social Media and Electronic Communications section of the policy.

Social Media and Electronic Communications

Private electronic communications between an Applicable Adult and a minor athlete present an opportunity for the Applicable Adult to initiate grooming behaviors that may lead to abuse. Just as one-on-one interactions between an Applicable Adult and a minor athlete must be observable and interruptible, any communications between an Applicable Adult and a minor athlete should be open, transparent. Additionally, electronic communications between an Applicable Adult and a minor athlete must involve the minor's legal guardian and take place during reasonable hours.

Before MAAPP, USA Swimming rules required every team establish a social media/electronic communication policy. This section of MAAPP replaces that requirement. Members will note that this section of the MAAPP is similar to the USA Swimming's previous Model Policy on Electronic Communication and published Best Practice Guidelines.

Frequently Asked Questions

Q: Can our team still use our Electronic Communication Policy instead of this one?

A: No, you cannot use the Electronic Communication Policy that you have had to this point. Every team is required to adopt this policy, including the Social Media and Electronic Communications section, in full.

Q: Are minor athletes still allowed to follow their favorite celebrity swimmer on a fan page?

A: Yes, under the policy, a minor athlete can follow or friend a celebrity swimmers fan page.

Q: What do I do about my pre-existing social media connections with minor athletes?

A: Applicable Adults are required to discontinue existing social media connections with minor athletes.

Q: When does a minor athlete's legal guardian need to be copied on an electronic communication to a minor athlete?

A: An Applicable Adult with authority over minor athletes must not send a one-on-one communication to a minor athlete. A minor athlete's legal guardian must be copied on an electronic communication sent by an Applicable Adult with authority over minor athletes to the minor athlete.

Q: How should an Applicable Adult communicate with the team or a group of minor athletes?

A: If an Applicable Adult sends a message to a group of minor athletes or an entire team, another adult must be copied on the communication. It is not required that each minor athlete's legal guardian be copied on an electronic communication sent by an Applicable Adult to a group of minor athletes or an entire team.

Q: What would be an emergency circumstance?

A: An emergency circumstance should be an isolated incident that is an objectively reasonable emergency in order to justify an electronic communication sent outside of 8:00 a.m. – 8:00 p.m. An example would be to notify the team that early morning practice is cancelled at the last minute.

Q: Is a telephone call considered to be an electronic communication?

A: A telephone call is similar to a one-on-one interaction. Therefore, a telephone call between an Applicable Adult and a minor athlete must be observable and interruptible by another adult. A duration of a telephone call made during an emergency circumstance must be consistent with the type of emergency.

Q: Can a team change the hours during which electronic communications can be sent to a time period other than 8:00 a.m. to 8:00 p.m.?

A: No.

Q: Can an LSC send communications to a committee including an athlete representative outside of 8:00 a.m. to 8:00 p.m.?

A: No. LSC staff are Applicable Adults with authority over minor athletes. Electronic communications sent to minor athletes must only be sent between the hours of 8:00 a.m. and 8:00 p.m.

UPDATED QUESTIONS (June 13, 2019)

Q: Can an LSC or USA Swimming committee with minor athlete representatives conduct a telephone or videoconference meeting after 8:00p.m.?

A: Yes. If a committee is unable to hold their meeting before 8:00 p.m., then the committee can conduct the meeting after 8:00 p.m. Electronic distribution of meeting materials should not be sent between 8:00 p.m. and 8:00 a.m.

Q: If an athlete member turns 18 years old and becomes an Applicable Adult, can that athlete member still communicate with minor athlete friends and teammates through social media and electronic communication?

A: Yes. If that adult athlete does not have “authority over” (e.g., a power imbalance does not exist) the minor athletes, then this provision of the policy does not apply.