



Orinda Aquatics Social Media Policy



Social media helps Orinda Aquatics stay connected to a far-reaching group of swimmers, parents, coaches, universities, and other groups. A cohesive experience across all social media profiles helps properly represent our team and the OA brand. Guidelines for using these social media accounts help us protect that brand by ensuring consistency with the themes we value and want to reflect. Refer to these guidelines on how we should look and behave on social media. This is a living document that can be updated regularly.

The main goals of our social media:

- Recruiting and marketing the OA brand and philosophy
- Connection to our coaches, swimmers, and families
- Connection to the larger swim community

Active accounts

- Instagram: [orinda_aquatics](#)
→ 2-3 posts/week
- Facebook: [Orinda Aquatics](#)
→ 2-3 posts/week
- Twitter: [@orindaaquatics](#)
(has not been active, but may be revived)
- OA Team Feed (on website)

General guidelines

Likes/follows:

- Like/follow back college swim teams, coaches, other USA Swimming teams
- Acceptable to “like” appropriate, positive posts that are related to our sport
- Do not follow any of our swimmers or parents

Examples of events to post:

- Team travel
- Swim meets
- Team building events (Team Building, River Rafting, Senior Theme Week, etc.)
- Thanksgiving practice (3-4 photos max)
- Holiday parties (3-4 photos max for each group party)
- Banquet (8-10 photos max)
- Outreach
- Breaking news (see below)

Calendared items to post:

- Coach birthdays
- Fall registration
- Happy Thanksgiving
- Happy Holidays

- Happy New Year
- Happy Fourth of July
- First day of the season

Voice and tone

Aim for a voice and tone that's friendly and energetic and that is respectful of our swimmers, our audience, and the messages we want to convey. Posts should be fun, but avoid anything that comes off as overly silly. Always exercise good judgment, and if you're not sure if something is appropriate to post, it's probably best to skip it. Be informative without being pedantic. Use a conversational, but professional, tone.

Some things to avoid:

- Off-beat humor, slang, or jargon
- Jokes about, or comparisons to, a competitor or anyone else
- Choppy, long-winded sentences

If you're uncertain about your phrasing or tone, ask a coach or board member to take a look.

Spelling, grammar, and punctuation

Write for all readers. Adhere to standard English usage. When in doubt, have your copy reviewed.

Emoji usage

Emoji use can increase the engagement (likes, shares) from our audience.

When and how we use emoji:

- Be sure you know [what the emoji means](#) before posting it.
- Our social media is followed by people of all ages. Make sure you use emoji that are easily recognizable and understandable.
- Only use an emoji at the end of a sentence.

Hashtag usage

Our hashtags are #oawego, #characterfirst

When and how we use hashtags:

- Use hashtags on Instagram and Twitter (not generally effective on Facebook).
- Use trending hashtags at invitational meets, campers at OTC, etc.
- Use hashtags on a repost to give credit.

Multimedia usage

Here are our multimedia guidelines:

- Over the course of a season, photos should represent all groups, ages, genders and time standard swimming levels.
- Photos of swimmers should err on the conservative side and be cropped where necessary. Don't use photos of our swimmers in potentially compromising or revealing positions.
- Be choosy. Look for higher quality photos and be mindful of what is showing in the background.
- Videos should be used sparingly and be limited to significant competitions or events.
- Post articles that are timely and informative about our sport. Articles should be in alignment with our team philosophy. Always consult with our head coaches when in doubt. Articles can be posted on FB and Team Feed, not Instagram.

Breaking news

Breaking news that is posted:

- College commitments on Facebook, Instagram, Team Feed, Newsletter

- New time standards--Junior Nationals & up, Far Westerns & up (for Junior Group), high point awards, camp attendees, Pacific or USA Swimming awards, etc.
- Significant meet results (finalists, relays, team standing, etc.)

Safe Sport and privacy

- Parents acknowledge/accept photograph use of their swimmer during registration and trust us to use the highest discretion with social media posting.
- We are not permitted to follow any minors on any team or follow any personal accounts.
- Do not follow any Orinda Aquatics athlete, even if 18.

Refer to [USA Swimming's Social Media Best Practices guide](#) for more direction.