



Social Media Guidelines for Flyers Aquatic Swim Team

To be eligible to sign-up for these programs one must be 13 years of age or older. But how does FAST appropriately interact with our young athletes and their parents? Here's a guideline to help us remember the strengths of each platform and FAST's rules of engagement with respect to social media.

Facebook is for parents and for the team at large. Facebook is good at creating a community around the team, allowing us to celebrate and share FAST's successes as well as communicate relevant information. This is a great place to post team stories, promote team programs, report unplanned schedule changes and encourage participation in team events. FAST's team account on Facebook is Flyers Aquatic Swim Team – FAST (@FASTswimstl).

Twitter is a real-time newsletter limited to 140 characters. This is a great place to promote new programs, post unplanned schedule changes, send links to websites with timely information such as Olympic/National team info, articles on healthy living as it relates to swimming, etc. Because of Twitter's platform, it's easier to visually miss these posts than it is on Facebook so repeat posts are good. The team hashtag #swimFASTstl can also be utilized. Include others @name in the tweet in order to get more traction for the post. FAST's team account on Twitter is FAST SWIM TEAM (@swimfaststl).

Instagram, pictures do the talking here. Photos of meets or practices, parents rooting their swimmer at a meet. Here we encourage patrons to tag #swimFASTstl in posts. If a swimmer tags their photo, our coaches are able to share these photos without violating our social media policy. FAST's team account on Instagram is swimfaststl.

Rules for engagement:

1. In accordance with FAST's social media policy, FAST coaches should not follow swimmer accounts from their professional or personal accounts. If an athlete tags a photo #swimFASTstl, then the photo is available for the coach to repost on other team or professional accounts.
2. In accordance with FAST's social media policy, FAST team accounts may not follow student athlete accounts.
3. Parents and athletes may follow FAST coaches' professional media accounts as well as the FAST team social media accounts.
4. In accordance with Ozark Swimming's COPPA (Children's On-line Privacy Protection Act), photographs posted of an athlete under age 13 on FAST media accounts must contain no more than 2 identifying bits of information (example - swimmer's cap may show partial or full last name and team - no other identifiable information is given).
5. Posting - Coaches may post to the team media accounts and website as well as the team Business Manager, and volunteers who have been cleared to manage the accounts. Ideally, the poster topics should follow these guidelines:
 - a. Volunteers-social events / reminders /articles / announcements
 - b. Coaches- Results-Awards-Kudos / unexpected practice cancellations or changes / nutrition-training
6. In the registration process, FAST asks each member for a waiver enabling the team to share news events with the press as well as via social media. Parents may request that any posted photograph, or any other information, be removed from the FAST website or social media accounts if they so choose.