

## Cascade Swim Club

Document: Media and Social Media Policy Document

Application: The Cascade Swim Club recognizes that its swimmers, coaches, staff and parents are likely to take part in social media interactions and has identified the need to establish guidelines with regards to social media usage.

### Policy Statement:

The Cascade Swim Club will ensure that established minimum protocol for social media campaigns and activities are circulated, understood and encouraged. This policy defines the rightful uses of social media and provides guidelines for Cascade Swim Club Swimmers, Parents and Coaches who engage in social media. This policy is subject to ongoing review and evaluation and modifications.

### Related:

Cascade Swim Club Swimmer Code of Conduct Document

Cascade Swim Club Parent Code of Conduct Document

Swim Alberta ACC Code of Professional Conduct (Coaches)

### Roles and Responsibilities:

The Cascade Club Manager and Director of Swimming have ultimate authority in the interpretation and administration of this policy and that Cascade Swim Club social media activities are supervised and monitored. Only selected club members are permitted to speak on behalf of Cascade Swim Club using official Cascade Swim Club social media accounts. The Club Manager, Director of Swimming and Club President will designate who has the authority to speak on behalf of Cascade Swim Club to media outlets.

### Guidelines:

#### **Be Respectful**

No spam, untruthful, defamatory or discriminatory comments and expletives. Remain polite and appropriate at all times.

#### **Be Responsible**

Before posting, ask the following questions:

Would I say this to a coach or swimmer? A parent?

Would I mind if this comment was published in a newspaper?

#### **Think twice...Post once**

Don't post anything you wouldn't post on a billboard in Times Square.

Social media is not private. No matter how high privacy settings are, followers can still screen capture social media profiles and share it to the world.

### **Be authentic and transparent**

Write in the first person and be clear that you are speaking for yourself and not on behalf of the Cascade Swim Club. Staff members and in particular those with a clear association with the Cascade Swim Club should acknowledge at all times that posts on personal social media (ie Twitter or FaceBook) are their personal views and do not necessarily reflect the views of the Club.

### **Be a Team Player**

A team sticks together both online and offline

Never publically speak ill of teammates, coaches and support staff.

Please be respectful of Cascade sponsors.

### **Respect copyright laws**

Identify all copyrighted or borrowed material with citations and links.

Cascade Swim Club logos may not be used without permission.

### **Video/Audio/Photos**

Personal photographs and video taken meets and other Cascade Swim Club events may be posted for personal use only and not for commercial sales or distribution.

### **Infringement of Guidelines:**

Violation of these guidelines by a Cascade Swim Club member or coach may be subject to disciplinary action as written in Cascade Swim Club Code of Conduct, which can include such actions as a verbal warning or suspension. Swimmers may also be subject to additional guidelines and discipline from relevant Provincial Sport organizations.

### **Examples of offensive Posts:**

Example #1: Greek triple jumper Voula Papachristou never made it to London, managing to be offensive on multiple levels via twitter. She made racist comments on her account and did not back down right away, and kept on going by also retweeting a political party member from the far right. Finally, she apologized on Facebook in Greek and in English, but Greek officials said she had not respected Olympic values and kicked her out of the Games.

Example #2: Michael Phelps learned the hard way when a photo of him smoking marijuana out of a bong went public. Phelps, 23, is hardly the first young man to get busted smoking weed. However, he is the first young man busted smoking weed who has won a total of 14 gold medals in the Olympics, and is one of the most recognizable athletes in the world. So far, the fall out from the picture has cost Phelps an

endorsement deal with Kellogg, and USA Swimming has suspended him from competing for three months. Most importantly, it has cost him his reputation as a clean cut, All-American young man, as well as future advertising deals.

### Example #3

Swimming Australia has ordered their controversial Olympic squad members Nick D'Arcy and Kenrick Monk to remove photos of themselves posing with guns from social media sites.

The photo of Monk in a US gun shop holding two pump-action shotguns while standing beside D'Arcy, who had a pistol in each hand, spread quickly, with the Sydney Daily Telegraph asking on Twitter: "Are you offended by this photograph of Nick D'Arcy and Kenrick Monk in a US gun shop?"

Swimming Australia issued a statement saying it "in no way condones these photos, and does not condone the posting of inappropriate content on Facebook, Twitter or any social media platform.

"This is a timely reminder for athletes to more be responsible to themselves, the public with whom they engage through social media, and the reputation of the sport.

02 Sep 2014

Approved: \_\_\_\_\_