



Lakeside Aquatic Club Communication Policy

Our primary communications tool is our website. It is designed to be a one-stop information repository and message center to support our Members' day-to-day information needs. We work hard to insure the information is timely and accurate.

Content on the site changes almost daily, so, you need to check it regularly - at least once a week, preferably, daily. The "News" page contains a list of recently-posted documents and/or page updates. Some sections of our website contain "Members only" information and you need to be logged in to your account in order to see everything available on the website.

If you have a question or need information, please check the website. Everything you need should be on the site including Coaches' information, meet and practice schedules, meet entry sign-ups, volunteer information, account status, training group guidelines, equipment information and news about our Swimmers.

Our secondary communications tool is email. We use it for time-sensitive announcements to the Membership, practice group-specific messages, and overall Team news. Messages may contain meet warm-up times, practice schedule changes, and short-notice deadlines. It's essential that an accurate, working email address be on your account. We also use email to communicate personally with Members – to ask or answer questions or provide information. We encourage your use of email to communicate with Board Members, Coaches, and Team Administration (all addresses are on the website).

It's important to be informed and we are dedicated to providing you all the information you need to be successful in the program and to feel a part of the LAC family. Communication is a two-way endeavor. We'll put the information out there, please be proactive in obtaining and using it.

Coach-Swimmer Communication:

- Feedback is given to the athletes each day they practice, as a group and as individuals.
- Your Child's Coach may include tips on technique, etc. in their weekly emails – please share this information with your Child.
- At swim meets, your Child should seek feedback from the Coach on-deck both before and after each of their events.

Coach-Parent Communication

- Coaches hold Parent meetings with their practice groups 2-3 times a year
- At the higher levels, Coaches will schedule seasonal "goal meetings" with the Swimmers that may or may not include the Parent, at the Parent's discretion.
- Questions about your Child's training are best addressed to the Coach via email, please allow 48 hours for response.

- During practice is not the time to talk to the Coaches. It is not fair to the Swimmers.
- A meeting with your Child's Coach may be scheduled if email is insufficient.
- Questions or complaints about Coaches should be addressed first directly to the Coach. In the event further input is required, then the Site Supervisor is the next in the chain of command, followed by the Head Coach, and finally the Board of Directors. All email addresses can be found on the website.
- Compliments about Coaches can be sent to the Site Supervisor, Head Coach or the Board of Directors.

Member-Board Communication

- Board Member names, functions, and email addresses are listed on the website
- In communicating questions, suggestions, or comments to the Board, please include a minimum of two Board members in your email

Lakeside Aquatic Club Electronic Communication Policy

LAC recognizes the prevalence of electronic communication (email and text) 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.

Electronic communications include all forms of social media, such as text messaging, instant messaging, electronic mail (email), video-sharing websites (e.g., USA Swimming, YouTube), editorial comments posted on the Internet, and social network sites (e.g., Facebook, Twitter, Instagram). Electronic communications also include all forms of telecommunication such as landlines, cell phones, and web-based applications.

The following definitions apply for the use of electronic media with athlete:

- *Electronic communications* means any communication facilitated by the use of any electronic device, including a telephone, cellular telephone, computer, computer network, personal data assistant, or pager. The term includes e-mail, text messages, instant messages, and any communication made through an Internet website, including a social media website or a social networking website.

- *Communicate* means to convey information and includes a one-way communication as well as a dialogue between two or more people. A public communication by a coach, member or employee of LAC that is not targeted at athletes (e.g., a posting on the employee's personal social network page or a blog) is not a communication: however, it may be subject to LAC and USA Swimming regulations on personal electronic communications, as stated above. Unsolicited contact from a student through electronic means is not a *communication*.

GENERAL CONTENT

All communications between a coach or other adult and an athlete must be professional and appropriate 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, 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?"

With respect to electronic communications, a simple test that can be used in most cases is whether the electronic communication with swimmers is **T**ransparent, **A**ccessible and **P**rofessional.

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.

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.

REQUEST TO DISCONTINUE ALL ELECTRONIC COMMUNICATIONS

Upon written request from a parent/guardian or athlete, the coach/employee shall discontinue communicating with the student through e-mail, text messaging, instant messaging, or any other form of one-to-one communication.

Lakeside Aquatic Club Social Media Policy

Social media are defined as media designed to be disseminated through social interaction, created using highly accessible forms of online publication or presence that allows end users to engage in

multi-directional conversations in or around the content on the website. Examples include but are not limited to LinkedIn, Twitter, Facebook, Instagram, YouTube, and Snapchat. All LAC Members, Staff & Volunteers are required to adhere to the following guidelines:

- **Protect confidential and proprietary information:** Do not post confidential or proprietary information about LAC, Swimmers, Staff, or Members. Members and Employees who share confidential information do so at the risk of disciplinary action or termination.
- **Respect copyright and fair use:** When posting, be mindful of the copyright and intellectual property rights of others and of the Club.
- **LAC Coaches are prohibited from communicating privately or “friending/following”** current or past Swimmers under the age of 21 in social media sites.

LAC maintains official social media sites that athletes and their parents can “friend/follow” for information and updates on team-related matters.

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

Additionally, Members, Staff and Volunteers should observe the following best practices:

- **Bring Value:** Write what you know and be accurate. Add value to the discussion. Post something useful. Provide worthwhile information and perspective.
- **Think twice before posting:** Privacy does not exist in the world of social media. If you wouldn’t say it at a conference or to a member of the media, consider whether you should post it online
- **Strive for accuracy:** Get the facts straight before posting them on social media.
- **Be respectful:** Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas.
- **Remember your audience:** Be aware that a presence in the social media world is or easily can be made available to the public at large.
- **Identify your views as your own.** If you identify yourself as a LAC Member, Employee or Volunteer online, it should be clear that the views expressed are not necessarily those of the Team.
- **Photography:** Photographs posted on social media sites easily can be appropriated by visitors.