



SOCIAL MEDIA & COMMUNICATION POLICY

Nation's Capital Swim Club recognizes the prevalence of electronic communication and social media in today's world. As one of the top teams in the nation, our coaches and athletes have the responsibility to always represent our team and themselves in a positive manner. Inappropriate material found by anyone can and will affect the perception of the athlete and our team.

Since our athletes use social media as their primary source of communication, the Club has established a policy for acceptable use of social media and electronic communication by our coaches and athletes. This policy is essential for NCAP to provide a safe and positive environment for all athletes, officials, parents, and coaches.

All NCAP participants agree to be filmed and photographed by the host club's approved photographer(s) and videographer(s) and to grant the right to use names and pictures before, during, or after the meet such as in public psych sheets, heat sheets, and results or featured on the host club or NCAP website or social media or in public broadcast of the event via television or webcast.

Parents and guardians of minor swimmers who do not want their swimmers to participate in interviews or have individual pictures featured on any media should inform Karyn McCannon via email at kmccannon@nationscapitalswimming.com.

- **Acceptable Use Policy:**

Every NCAP athlete must exhibit ethical and responsible conduct in all online communications and activities and respect the rights and privacy of other NCAP, PVS, and USA Swimming athletes, coaches, officials, and parents. NCAP prohibits cyberbullying or cyberstalking of any athlete, coach, or official by any means or method, including but not limited to the use of ***Texting, Facebook, Twitter, YouTube, Instagram, Snapchat, Tik-Tok, Group Messaging Apps, etc.*** Cyberbullying and Cyberstalking are unacceptable and will not be tolerated.

****Warning: If your athlete uses any Social Media platforms, but *especially Tik-Tok*, please ensure you are aware of their activity.** During the 2021-2022 season, various athletes contributed to negative and/or inappropriate content towards other NCAP members (team, teammates, coaches, etc.) through comments and/or posts via Tik-Tok, more than any other platform.

- **Acceptable Communication Policy:**

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 "Minor Athlete Abuse Prevention Policy (MAAPP2.0)"



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
- 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.*

-Coaches may have personal social media 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.

-The Club has official social media pages that athletes and their parents can "friend" for information and updates on team-related matters.

-Coaches are encouraged to set their pages to "private" in order to prevent athletes from accessing the coach's personal information.