

Lititz Springs Swim Team

Social Media & Digital Presence Policy

Lititz Springs Swim Team ("LSST") recognizes the importance of the Internet in shaping the public's perception of our organization. LSST also recognizes the importance of our Board members, coaches, parents, swimmers, and volunteers in leading and setting the tone of online interactions in a manner that advances LSST's mission and goals.

Mission Statement

Lititz Springs Swim Team is dedicated to fostering a friendly yet competitive swim environment that encourages a collaborative spirit of sportsmanship. LSST strives to provide healthy competition, wholesome fun, physical activity, friendships, and long-lasting memories to our local youth.

Applicability

This Social Media Policy applies to all Board members, coaches, parents, swimmers, and volunteers ("LSST Members"). This Policy applies to all social media and online content posted by LSST Members in their professional and personal capacity to the extent such content is related to LSST.

Aspirations

LSST strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, LSST aspires to engage members of the community in positive, honest, transparent, and knowledgeable dialogue about LSST online. LSST views our online presence as an important tool for promotion, communicating its successes, and opportunities for athletic and individual development. LSST also views social media as a platform for receiving constructive feedback from the community and for discussing LSST's challenges and opportunities for improvement in a positive and constructive way.

Guidelines

All LSST Members shall abide by the following guidelines when using social media:

1. Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask the LSST Board of Directors for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on LSST.
2. Do not post content that would harm LSST or damage LSST's reputation. Remember that even while you are on your own personal time, you are a representative of LSST, and people may interpret your online postings or social interactions as though they were official LSST statements.
3. Use good judgment when posting comments on any official LSST sites or platforms. Bear in mind that your comments can create liability for LSST. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the Board of Directors.
4. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, "would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?" If the answer is "no," do not post.
5. Encourage others to engage in positive interactions on social media. If you are concerned about any LSST Member's use of social media, please bring your concerns to the attention of the coach or a member of the LSST Board of Directors.
6. Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on official LSST social networking sites without the approval of the sport coordinator or LSST

Board of Directors.

Photo Posting Policy & Guidelines

1. The publishing of a photograph of swimmer under 18 either on a notice board or in a published article or video recording (including video streaming) of swimming competitions ("publication") should only be done with parents' consent. Consent is indicated on LSST Registration Forms.
2. A parent or guardian has a right of refuse to have children photographed. The exercise of this right of refusal cannot be used as grounds for refusing entry into a swimming competition. Therefore any photo that may go to press or on a notice board, be it through a member of the club or official photographer, should receive parental consent before publishing/displaying the photo, preferably in writing.

In the case of open meets and other competitions where the host club has an official photographer present, all parents attending should be made aware of this in your meet information. If photos are to be published anywhere, the individual parent should be given the opportunity to withhold their consent. Their right to do so should be specifically drawn to their attention. All photographs must observe generally accepted standards of decency in particular:

- Action shots should be a celebration of the sporting activity and not a sexualized image in a sporting context.
- Action shots should not be taken or retained where the photograph reveals a torn or displaced swimsuit.
- Photographs should not be taken from behind swimming blocks at the start of a race or exhibit a child climbing out of the swimming pool.
- Photographs should not be taken in locker-rooms or bathrooms.

Violations of the Social Media Policy

The LSST Board of Directors shall have the authority to monitor and enforce this Policy. The LSST Board of Directors, and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official LSST sites and to block any individual or organization from posting on any official LSST platforms if they determine, in their sole discretion, that such removal or block is in the best interests of LSST.

The failure of any LSST Member to adhere to this Policy shall be considered a violation of the LSST Code of Conduct, and any LSST Member who fails to adhere to this Policy shall be subject to disciplinary action, up to and including termination of such individual's involvement in LSST, in accordance with the LSST Disciplinary Procedures.