



September 14, 2019

## **SOCIAL MEDIA POLICY**

We live in a society where social networking is the prevalent form of communication. The dissemination of information now is instantaneous, pervasive and often permanent. While our Club recognizes that social networking is the preferred choice of communication for many of our student athletes and the community at large, we want to promote a healthy and safe way for our members to stay in touch, and to share messages, news and events in a safe environment. For this reason, we would like for all Stingrays members, athletes, coaches and parents to adopt the following guidelines with regards to social networking.

### **What is Social Media:**

When we connect with our friends through Facebook, Twitter, Instagram, Google +, LinkedIn, Wikipedia, Reddit, Pinterest, Snapchat, YouTube, Flickr, Foursquare, and blogs, etc., we are engaging in social networking.

### **Guidelines for Coaches:**

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. 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 a swimmer's personal life, social activities, relationship or family issues or personal problems must be transparent, accessible and professional.

In addition, Coaches should adhere to the following guidelines for social media:

- Do not "Friend" swimmers on Facebook or Twitter unless they request the connection. Never pressure swimmers to "friend" you.
- Coaches may not demand access to a swimmer's private posts on Twitter or Facebook.
- The Club has an official Facebook page that swimmers and their parents can "friend" for information and updates on team-related matters.
- Coaches are encouraged to set their pages to "private" to prevent swimmers from accessing the coach's personal information.
- The Club has an official Twitter page that coaches, athletes and parents can follow for information and updates on team-related matters. Coaches are not permitted to follow athletes on Twitter. Likewise, athletes are not permitted to follow coaches personal Twitter account. Coaches and athletes are not permitted to "direct message" each other through Twitter.

For all electronic communications with the swimmers, coaches should follow the **TAP** rule:

- **Transparent**: All electronic communication between coaches and athletes should be transparent. Your communication should not only be clear and direct, but also free of



September 14, 2019

hidden meanings, innuendo and expectations. Coaches should not engage in any non-permanent communication platforms (Snapchat as an example), with swimmers.

- **Accessible:** All electronic communication between coaches and athletes should be considered a matter of record and part of the Club's records. Wherever possible, include another coach or parent in the communication so that there is no question regarding accessibility. Parents should be made aware that in some circumstances direct coach-swimmer communications may take place via texting, i.e. Whatsapp concerning training practices, swim meets, etc. whereby parents may not be in the communication loop.
- **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.

### **Guidelines for Swimmers:**

- Remember that the Internet is permanent.
- Avoid posting offensive or inappropriate language, pictures, videos or comments about your teammates, coaches, other teams and athletes, or judges/officials.
- Ensure that content posted on your social network websites does not depict inappropriate or illegal activities.
- Don't post anything you would not say in a public forum when representing Stingrays or anything you would not say to the media.
- Be selective on who you befriend in social media. There are many false identities out there.
- Check your privacy settings. We recommend the strongest security settings be used on Facebook and to have "protected tweets" on Twitter, wherein only approved followers can view your tweets.
- Never post your home address, phone numbers, birth dates, or other personal information on social media. Do not include your location on Facebook posts and tweets.
- Understand that anything you post online is available to anyone in the world and out of your control thereafter. The information you post is no longer your property but that of the social media website.
- Ensure that any information you post on the social media website does not violate your teammate's privacy, the Club, your school, the Athletic Department of your school. Observe the Swimmers Code of Conduct at all times.
- Do not comment on athlete injuries, roster, or any other team information that should be kept confidential.

### **General Guidelines on Use of Smartphones and Taking Pictures:**

Very often we like to capture the memories of our swimmers in this sport, whether they are training, competing at a swim meet, or just having fun with their teammates at a social gathering. While most images and videos are taken in good faith, there are certain precautions we must take so that these images and videos are not misused or place our young children at risk when common sense guidelines are not followed. The following guidelines



September 14, 2019

apply to all pictures taken on film or digital camera (including smart phones) and all types of video recording and video streaming.

- Pictures and Video footages taken are for personal keepsake only and not for commercial use.
- The publishing of a swimmer in a published article or video recording or streaming of a swimmer at a competition should only be done with the parents' consent (if the swimmer is under 18).
- All photographers should observe generally accepted standards of decency.
- 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 swim suit.
- 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 must not be taken in locker-rooms or bathrooms.
- Poolside shots of children should normally be above the waist only in a swimming costume, though full-length tracksuit shots are permissible.
- Published photographs may identify the swimmer by name and club but should not state the swimmer's place of residence.

### **Hong Kong Island Stingrays Swim Club's Photo Policy**

Hong Kong Island Stingrays Swim Club has a Photo Policy with regard to the use of images and video footages taken by the designated Club Photographer, and all parents have signified their understanding of this policy and consent when they enroll their child with our program. The Policy and Release Form is listed below for reference. Unless Stingrays receive a written request from the Parents refusing to have their child being photographed as stated under our Photo Policy, the Club shall deem on response as confirmation of the Parents' consent to this Policy.

#### ***Photo Policy and Release Form***

*By enrolling their child(ren) in the Hong Island Stingrays Swim Club Limited ("Stingrays"), the undersigned parent(s) understands and agrees that when participating in training, swim meets, and social events, their child(ren) may be photographed for print, video or electronic imaging and that said images may be used for the purpose of Stingrays' and/or their official sponsors' promotional materials. Such use includes, but is not limited to, advertising, website publication, the Stingrays' annual Memory Book and other marketing and publishing formats utilized by Stingrays and/or their official sponsors. In no event shall the Stingrays accept payment for the use or placement of any such images.*

*Parents or legal guardians must sign this Photo Release Form to complete the registration.*

I, \_\_\_\_\_ (parent / guardian) of

\_\_\_\_\_



September 14, 2019

*(swimmer) hereby authorize Stingrays and/or their official sponsors to publish my child's photographic image for advertising, website publication, the annual Memory Book and other marketing and publishing formats. In giving such authorization, I hereby release and hold harmless Stingrays and their employees, agents, board members and designees, as well as Stingrays' official sponsors, from and against any and all claims and liability that relate in any way to the use of such images. I understand that I will receive no compensation in the event that any photograph(s) of my child is used for the purposes herein describe.*