

Motion 2104ECTF01: The Email Communication Task Force moves that the Board of Directors approve the expenditure of funds for a mass email service subscription. The subscription will be with FloDesk at a rate of no more than \$38 per month before tax.

Reasoning: Pacific Swimming has an opportunity to be more transparent and inclusive of our membership. This service will allow PC to better communicate all the services and programs that we provide to our membership as well as communicate any urgent information that affects the membership as a whole.

Motion 2104ECTF02: The Email Communication Task Force moves add the following guidelines on LSC email communication to Policies & Procedures, Section XVI Electronic Communication Policy

Reasoning: These guidelines are to document the intended use of LSC email communication to the membership, as well as what the email communication may not be used for.

SECTION XVI ELECTRONIC COMMUNICATION POLICY

A. Electronic Communication Policy

1. Pacific Swimming recognizes the prevalence of electronic communication and social media in today's world. Many of our athletes use these means as their primary method of communication. While Pacific Swimming acknowledges the value of these methods of communication, Pacific Swimming also realizes that there are associated risks that shall be considered when adults use these methods to communicate with minors.
2. All communications between a coach or other adult including but not limited to official, chaperone, manager and athlete shall be professional in nature and for the purpose of communicating information about team activities. The content and intent of all electronic communications shall adhere to the USA Swimming code of conduct regarding Athlete Protection.

For example, as with any communication with an athlete, electronic communication shall not contain or relate to any of the following:

- a. drug or alcohol use
 - b. sexually oriented conversation; sexually explicit language; sexual activity
 - c. the adult's personal life, social activities, relationship or family issues, or personal problems; and
 - d. inappropriate or sexually explicit pictures
 - e. Note: Any communication concerning an athlete's personal life, social activities, relationship or family issues shall be transparent, accessible and professional
3. Whether one is an athlete, coach, board member or parent, the guiding principal 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?"

4. With respect to electronic communications, a simple test that can be used in most cases is whether the electronic communication with athletes is Transparent, Accessible and Professional (T.A.P.).
 - a. **TRANSPARENT:** All electronic communication between coaches and athletes shall be transparent. Your communication shall not only be clear and direct, but also free of hidden meanings, innuendo and expectations.
 - b. **ACCESSIBLE:** All electronic communication between coaches and athletes shall be considered a matter of record and part of Pacific Swimming's records. Whenever possible, include another coach or parent in the communication so that there is no question regarding accessibility.
 - c. **PROFESSIONAL:** All electronic communication between a coach and an athlete shall be conducted professionally as a representative of Pacific Swimming. 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 shall be appropriate.

5. Facebook, Snapchat, Twitter, Blogs, and Similar Sites
 - a. Coaches may have personal Facebook (or other social media site) pages and shall not have any athlete member join their personal page as a "friend." A coach shall not accept any "friend" requests from an athlete. In addition, the coach shall remind the athlete that this is not permitted. Coaches and athletes are not permitted to "private message" each other through Facebook. Coaches and athletes are not permitted to "instant message" each other through Facebook chat or other instant messaging methods.
 - b. Coaches are encouraged to set their pages to "private" to prevent athletes from accessing the coach's personal information.
6. Twitter
 - a. Coaches and athletes may follow each other on Twitter. Coaches cannot retweet an athlete message post. Coaches and athletes are not permitted to "direct message" each other through Twitter.
7. Texting
 - a. Subject to the general guidelines mentioned above, texting is allowed between coaches and athletes during the hours of 7 AM until 9 PM. Texting only shall be used for the purpose of communicating information directly related to team activities.
8. Email
 - a. Athletes and coaches may use email to communicate between the hours of 7 AM and 9 PM. When communicating with an athlete through email, a parent, or another coach of the same team shall also be copied.
9. Request to Discontinue All Electronic Communications
 - a. The parents or guardians of an athlete may request in writing that their child not be contacted by coaches through any form of electronic communication.
10. Pacific Swimming shall adhere to the current USA Swimming Electronic Communication Policy.
11. It shall be the policy of Pacific Swimming that the following information, and only the following information, shall be acceptable for publication in any form, including but not limited to the world wide web, regarding any Pacific Swimming member without express written authorization from the athlete, if of majority; the

athlete's parent/guardian, if a minor; or the non -athlete member: name, age in years, club affiliation, entered time, time and place achieved in an event, and any awards or honors received by the athlete.

12. It shall be the policy of Pacific Swimming that USA Swimming membership numbers and "trouble lists" (either registration or monetary) shall not be published on the web.
13. Charitable solicitations shall not be posted on the Pacific Swimming website unless it directly benefits or is endorsed by Pacific Swimming or USA Swimming. Such solicitations may be considered for posting on Pacific Swimming social media by the Executive Committee or Board of Directors.
14. Email communications from the LSC directly to the membership is recommended to be done once a month, and will compile all updates that are posted on the LSC website. Additional single item emails may be sent if there is emergency information, or if there is time sensitive information that affects the membership.
 - a. LSC emails to membership should not include information only pertaining to one particular group within PC, information about Zone level meets, nor for advertising goods and services.
 - b. The ability to opt-out/unsubscribe from future email communication should be included in all emails and be prominent and easy to use.