



SOCIAL MEDIA & ELECTRONIC COMMUNICATION

Best Practice

The below table can be used by committee members and coaches as a guide of best practice when using social media and electronic communication with its members and swimmers.

Type of Communication	General Good Practice	Inappropriate Practice
Text Messages	<ul style="list-style-type: none"> Not preferred method to communicate information to kids under 18 Communication should be sent as a group text Parent or committee member should be copied in to the message Should only be used for emergencies or in a situation where information needs to be distributed quickly 	<ul style="list-style-type: none"> One on one text message exchange between adult and child regardless of topic without a committee member copied in
Instant Messaging Services MSN Messenger, Yahoo Messenger	Should not be used as a form of communication under any circumstances	
Emails: Simple method of communicating between large groups and is traceable.	<ul style="list-style-type: none"> Group emails preferred with a committee member carbon copied (CC) into the email One on one emails should always have another committee member, MPIO or parent copied into the email Limit the number of emails sent to members weekly / monthly Emails sent to persons under 18 years of age should also be sent to the parent/guardian of the recipient. 	<ul style="list-style-type: none"> Emails sent to swimmers under 18 without a committee member, or parent copied in Sending chain emails
Social Networking Websites: Websites such as Facebook, Twitter and Instagram are hugely popular with all ages and is a way to keep up to date with friends and colleagues.	<ul style="list-style-type: none"> Decline friend requests from under-aged swimmers If a dedicated club Facebook page is created, monitor all comments and ensure only club information is uploaded A closed facebook page/group can be used if the club is wishing to communicate directly to members / squads. 	<ul style="list-style-type: none"> Adding under-aged swimmers as 'friends' on social networking sites Accepting friend requests from under-aged swimmers Messaging via social network to swimmers without parental consent

Key Points:

- Best method of communication to members and swimmers is via email with committee members carbon copied into the email
- Text messages should only be used to disseminate information quickly and should always include a committee member
- All coaches, staff, volunteers, parents and members should always behave responsibly and respectfully when online or texting. They should not post or discuss unfavourable comments about coaches, players, any helper or volunteer, parents or club/s
- Coaches and committee members should not accept friend requests on social media from under-aged swimmers