



ELECTRONIC COMMUNICATIONS AND SOCIAL MEDIA POLICY (As stated in Twin Cities Youth Rowing Club Participant Safety Handbook)

What

Policy describes acceptable uses of mobile and electronic devices and social media and emphasizes transparent communication, separate from and in addition to any general policies an organization may already have in place.

Why

Effective communication concerning travel, training schedules and administrative issues among administrators, staff, coaches, athletes and their families is critical. However, the use of mobile devices, web-based applications, social media and other forms of electronic communications increases the possibility for improprieties and misunderstandings, and also provides would-be offenders with unsupervised access to an athlete. The improper use of mobile and electronic communications can result in misconduct and adherence to a policy for mobile and electronic communication reduces these risks.

Elements

- States appropriate criteria for mobile and electronic communications between athletes and administrators, coaches, staff and/or volunteers
- States appropriate criteria for use of social media between athletes and administrators, coach, staff, and/or volunteers

ELECTRONIC COMMUNICATIONS AND SOCIAL MEDIA POLICY

As part of TCYR's emphasis on athlete safety, all electronic communications between a coach and athlete must be professional in nature and for the purpose of communicating information about team activities.

As with any communication, the content of any electronic communication should be readily available to share with the athlete's family. At the request of a parent or guardian, any email, electronic text, social media or similar communication will copy or include the athlete's parents or guardians.

FACEBOOK, MYSPACE, BLOGS AND SIMILAR SITES

Coaches may not have athletes of TCYR's Team join a personal social media page. Athlete members and parents can friend the official TCYR's Team page and coaches can communicate to athlete members through the site. All posts, messages, text, or media of any kind between coach and athlete must be professional in nature and for the purpose of communicating information about team activities or for team-oriented motivational purposes.

TWITTER, INSTANT MESSAGING AND SIMILAR MEDIA

Athlete members and parents can "follow" the official TCYR accounts, and coaches can communicate to athlete members through these accounts. TCYR accounts will not "re-tweet" athlete message posts. All posts between coach and athlete must be for the purpose of communicating information about team activities.

No rower, parent, or coach may use the TCYRC name for any social media account.

EMAIL AND SIMILAR ELECTRONIC COMMUNICATIONS

Athletes and coaches may use email to communicate. All email content between coach and athlete must be professional in nature and for the purpose of communicating information about team activities. Email from a coach to any athlete should come from the TCYR website email center (the coach's return email address will contain "@TCYRC.org"). Email from any athlete to a coach should go to a TCYRC website email (coach email address will contain @TCYRC.org).

TEXTING AND SIMILAR ELECTRONIC COMMUNICATIONS

Texting is **NOT** allowed between coaches and athletes. Team Captains may text the club's phone.

ELECTRONIC IMAGERY

From time to time, digital photos, videos of practice or competition, and other publicly obtainable images of the athlete – individually or in groups – may be taken. These photos and/or videos may be submitted to local, state or national publications, used in TCYR videos, posted on TCYR or TCYR associated websites, or offered to the TCYR families seasonally on disc or other electronic form. It is the default policy of TCYR to allow such practices as long as the athlete or athletes are in public view and such imagery is both appropriate and in the best interest of the athlete and the club. Imagery must not be contrary to any rules as outlined in TCYR's Participant Safety Handbook.

REQUEST TO DISCONTINUE ALL ELECTRONIC COMMUNICATIONS OR IMAGERY

The parents or guardians of an athlete may request in writing that their child not be contacted by any form of electronic communication by coaches (photography or videography).

MISCONDUCT

Social media and electronic communications can also be used to commit misconduct (e.g., emotional, sexual, bullying, harassment, and hazing). Such communications by coaches, staff, volunteers, officials, parents or athletes will not be tolerated and are considered violations of our Participant Safety Handbook.

VIOLATIONS

Violations of TCYR's Electronic Communications and Social Media Policy should be reported to the Program Director and/or a member of TCYR's Board of Directors for evaluation. Complaints and allegations will be addressed under TCYR's Code of Conduct.