

At its March 28, 2012 meeting, the Rules Committee recommended placing the existing website guidelines in a consistent location and format with other LSC Policies to give easy access to the policy and to give the policy greater visibility. The policy incorporates specific USAS limits on member information that may be published on the web.

WISCONSIN SWIMMING, INC.
Title: Website Guidelines

Policy Number 16

Effective:
Revision

Scope: This policy provides the guidelines for placing information on the Wisconsin Swimming website.

16.1 General Information

16.1.1 The Wisconsin Swimming website provides timely and accurate information on a continuous basis that is relevant to Wisconsin Swimming athletes, coaches, volunteers, and families.

16.1.2 The website will serve to promote and publicize Wisconsin Swimming and the sport of competitive swimming to the public.

16.2 Governance

16.2.1 The Wisconsin Swimming General Chair will appoint the Webmaster.

16.2.2 The Webmaster will receive a stipend, which is determined by the Wisconsin Swimming Board of Directors.

16.2.3 The Webmaster will post materials that comply with guidelines stated here, within 48-72 hours, or within reason.

16.2.4 The Webmaster, when needed, will seek guidance from the Wisconsin Swimming General Chair, the Administrative Chair, or Board of Directors, regarding material that does not fall within these guidelines.

16.2.5 Website content must be in compliance with the USA Swimming Privacy Policy that limits information posted on the website to:

- A. Athlete Member: Only the following information shall be acceptable for publication in any form, including, but not limited to the world wide web, regarding any USA Swimming Athlete Member without authorization from the athlete, if of majority; or the athlete's parent or guardian, if a minor.
 - a. Name;
 - b. Age in years;
 - c. Club affiliation; and
 - d. Time, and place and of any awards.
- B. Non-Athlete Member: Authorization is deemed given by a non-athlete member to publish the contact information of the Non-Athlete Member limited to:

- a. Name;
 - b. Address;
 - c. Telephone number(s);
 - d. E-mail address; and
 - e. Fax number.
- C. Non-Athlete Member: When the non-athlete member is an Officer, Board Director, Committee Member, or designated Club contact, and any Meet Referee or Meet Director with respect to any Meet Announcement wherein he/she have agreed to be so designated, further contact information may be publicized.

16.3 USA Swimming Membership Numbers

- 16.3.1 USA Swimming membership numbers may be published when done for data transmission only.
- 16.3.2 USA Swimming membership numbers may not be published under any circumstances together with the names of the members or in a series of reports that when taken together will reveal the names and membership numbers of the members.

16.4 Guidelines to Determine Website Content

- 16.4.1 Information that can be posted on the website, without additional consultation.
- 16.4.2 These guidelines include, but are not limited to:
- A. The Wisconsin Swimming competitive meet schedule, including Meet . Announcement, event files, as approved by Wisconsin Swimming House of Delegates, as well as other Meets sanctioned by the Wisconsin Swimming Sanctioning Officer.
 - B. Wisconsin Swimming Policies and Procedures, By-laws, organizational structure, Committees, and Committee Members.
 - C. Announcements, agendas, meeting minutes and related forms, ballots, and registration materials for the Board of Directors, House of Delegates, and Wisconsin Swimming Committees.
 - D. Links to websites for Wisconsin Swimming Clubs, USA Swimming, Zone C, WIAA and Badger State Games, and other swimming related organizations likely to be of interest to the Wisconsin Swimming community.
 - E. Significant Rules and Regulations changes and interpretations issued by USA Swimming and FINA.
 - F. Meet Results after their release by the Meet Director.
 - G. Meet Announcements, Time Standards, sanction changes, Psych sheets, session timelines, Meet apparel links for the LSC Regional and LSC Championship Meets and for Zone level Meets and above.
 - H. Records after approval by the Records Coordinator.
 - I. Information about significant Honors, Awards, and Accomplishments, administered by Wisconsin Swimming, USA Swimming or other recognized

swimming related organizations, and achieved by Wisconsin Swimming athletes, coaches, and non-athlete members.

- J. Information about Wisconsin Swimming Club events that likely are to be of interest to the Wisconsin Swimming community (such as charity events, equipment sales, etc.).
- K. Listing of coaching vacancies within Wisconsin Swimming, including Wisconsin High Schools, as well as other LSCs, YMCA, and NCAA.
- L. Summaries of Wisconsin Swimming athlete achievement for all Wisconsin Swimming athletes attending Junior National level Meets or above. The summary will be provided by the Athlete Representative, a Parent Volunteer, or Coach, selected by the Senior Chair. The author may be granted a \$25 stipend.
- M. Summary of the Central Zone Meet, submitted by the Head Coach or designee.
- N. Swim Camps hosted by the LSC or a Wisconsin Swimming Club in good standing.
- O. Archival access to useful historical information.
- P. Rosters of Officials and information for the recruitment, training, certification, and recertification of Officials.
- Q. Logos and material required by Wisconsin Swimming contracts, such as for Central Zone apparel.

16.5 Additional Consultation is Required

- 16.5.1 Before posting the following content, consultation is required with the Wisconsin Swimming General Chair or Administrative Chair:
 - A. Swim Camp announcements from outside the LSC, or from within the LSC, but not hosted by a Wisconsin Swimming Club in good standing. (\$100 posting fee)
 - B. Advertisements for swimming or swim meet related services such as photographers, medal engravers, food/beverage concessions, retail stores, etc. (\$100 posting fee)
 - C. Any new content substantially different from the guidelines in 204 above, at the discretion of the Webmaster

16.6 Payment of Fees and Length of Time Posted

- 16.6.1 Payment of the posting fee must be received prior to posting.
- 16.6.2 All such advertisements as listed in this section run for a maximum of two months and may be renewed for the same fee.