

Digital Media Policy for the Jefferson Swim League

Part of the Jefferson Swim League's (JSL) responsibility to safety is ensuring that we protect our swimmers and swimming families in our processes for publishing visual content, whether it is a video for the local news or a photograph on our Facebook page.

The JSL Board has enacted the following policies for the League and its member teams. These policies apply to the use of images and video for social media, including but not limited to Facebook, Twitter, and Instagram. [Hereafter: "League Digital Media"]

POLICY FOR USER-GENERATED CONTENT

1. The JSL accepts photographs, illustrations, and video [hereafter "Image(s)"] of JSL activities and events from Member teams and team families for posting on League digital media, in accordance with the following guidelines.

- (a) Image(s) must be directly related to JSL activities.
- (b) Image(s) reflect a positive "message" that supports the League's Mission Statement.
- (c) Image(s) comply with USA Swimming rules (e.g., no pictures behind the blocks, no images of child getting out of the water).
- (d) Image(s) of children Under 18 requires written approval of all depicted minors.
- (e) Images do not include licensed or trademarked images or statements.
- (f) Video does not include music protected by copyright.*
- (g) You must be or have permission of the photographer/videographer of the image(s).

All submissions must be sent first to the Team's designated digital media representative, who will then forward it to the League's Digital Media consultant for posting on appropriate League Digital Media.

It is incumbent on the person submitting this image/illustration/video to adhere to these rules. Failure to comply with all of the applicable criteria will result in disapproval of the request to post on social media.

2. The JSL accepts for consideration requests from Member teams to publish/post team-specific content such as flyers for registration, team events, swimmer recognition, et al. The following criteria apply:

- (a) Content must be directly related to JSL activities.
- (b) Content that includes images of children under 18 has the approval of the parents/guardians of all depicted minors.
- (c) There is no personally identifying information of a child (e.g., school, hometown, full name).
- (d) No trademarked or licensed images, logos, slogans, or music.*
- (e) Represent the JSL in an inclusive, positive manner.
- (f) Team has approval of the creator to post this material on social media.

*Video may include a sample (5-10 seconds) of copyrighted music. Full songs or song montages are not permitted.

Each submission is reviewed on a case-by-case basis, with a decision for posting rendered by Digital Media Consultant, in coordination with the JSL Board President and Immediate Past President, as needed. Requestors will not receive personal notification for disapproved materials.

PROCEDURE FOR SUBMITTING DIGITAL MEDIA

Teams that want to use League Digital Media platforms must have a designated digital media representative. The name of the representative should be sent via the JSL Representative to socialmedia@jssl.org by June 1 of each year.

Only content submitted by the team-designated Representative via <http://bit.ly/JSLdigitalmedia> will be reviewed and considered for posting. Requestors will not receive personal notification for disapproved materials.

RIGHT OF REFUSAL TO USE IMAGES

If a parent or caregiver does NOT want their child(ren)'s image(s) used on JSL social media, they must advise their JSL Representative..

It is the responsibility of each team to ensure that any content submitted to the JSL for posting does not include a photograph or name of any swimmer or child whose parent has opted out of any use of their child's image.

LEAGUE COMMITMENT

The Jefferson Swim League is committed to ensuring that all Teams and members families are aware of League policies and procedures for Digital Media.

- League policies will be published on the Website and provided to Team Representatives on an annual basis for distribution to their teams.
- Additional signage will be posted in multiple locations at the JSL Championship.
- All Team Photographers will receive a copy of the policies and the submission procedures each year.