

# Prime Swim Academy

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## Electronic Communication Policy

### Purpose

To protect athletes and establish clear boundaries for electronic communications, in line with USA Swimming's MAAPP requirements.

### Communication Methods

- Approved: Team email (@primeswimacademy.com), official team messaging tools, and group communication platforms.
- Not Approved: Personal one-on-one text, email, or social media messages with minor athletes, unless a parent/guardian is copied.

### One-on-One Contact

- Coaches and staff must copy a parent/guardian on all electronic communications with minor athletes.
- No private chat, disappearing messages, or secret communications.

### Times of Day

Communication should take place between 8:00 a.m. and 9:00 p.m. unless urgent.

### Social Media

- Coaches and staff shall not friend, follow, or otherwise establish personal connections with minor athletes on social media.
- All team announcements must be shared through official club accounts.

### Photos & Videos

- No photos or videos in locker rooms or restrooms.
- Only post content with parent/guardian consent when applicable.

### Enforcement

Violations of this policy may result in disciplinary action including suspension or removal from the club.

Effective Date: September 1, 2025

Contact: Head Coach / Safe Sport Coordinator – [prime.swim.us@gmail.com](mailto:prime.swim.us@gmail.com)