

Indiana Swimming Website Policy/Guidelines

Board of Directors approved February 2003

Revision April 2006

Revision April 2008

The primary mission of the Indiana Swimming web site is:

- to provide to Indiana Swimming's members and clubs useful information, that is not as readily or more readily available elsewhere, about: 1) Indiana Swimming and its activities; 2) other competitive swimming entities and organizations and their activities; 3) other persons and their activities that are of interest to the members or clubs of Indiana Swimming, and 4) Indiana Swimming's members and clubs and their activities.

Secondary missions of the Indiana Swimming web site are (*in order of importance*):

- to provide information about Indiana Swimming and its activities to the public;
- to promote and publicize Indiana Swimming and its members and clubs to the public;
- to promote and publicize the sport of competitive swimming to the public in Indiana;
- to promote and publicize persons and entities who provide significant support to Indiana Swimming or its activities.

To achieve its present and future missions, the design of the Indiana Swimming web site will be governed by the following philosophies:

- use of technology and programming that works with all of the most commonly used programs and operating systems;
- logical and obvious organization of information;
- ease and simplicity of use;
- consistency of appearance and organization;
- timeliness and currency of information;
- archival access to useful historical information;
- use of reasonable security mechanisms and precautions.

To achieve its present and future missions, the content of the Indiana Swimming web site be governed by the following philosophies:

- the information available through Indiana Swimming's web site should: comply with all applicable legal requirements, comply with all applicable mandates of USA Swimming, and be appropriate for dissemination to persons of any age;
- The information available through Indiana Swimming's web site should not: result in any person or entity becoming subject to criminal sanction or civil liability, be likely to result in physical or mental harm to any person or damage to any property, bring the sport of swimming or Indiana Swimming or any other person or organization into disrepute, or be reasonably expected to be considered private, secret or confidential by any affected person or entity;
- The foregoing content philosophies should not limit the dissemination of newsworthy information that is reasonably believed to be accurate and is otherwise publicly available;
- Indiana Swimming's efforts to comply with these content philosophies should be responsibly limited so as not to overburden its volunteers or employees or its financial resources.

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WEBSITE POSTING/LINK REQUESTS

If an entity/organization/club requests a link to their site or a posting to be made, the following conditions are taken into consideration:

- The entity/organization must be Indiana based (exception – USA Swimming Inc)
No job postings for teams outside of Indiana Swimming.
- If the link or posting is merely informational or seeking employees/coaches, there is no fee.

SPONSORSHIP/ADVERTISING OPPORTUNITIES

- 6-week Website posting
- Business Webpage Sponsorship
- Business Plus Sponsorship
- Partners Sponsorship
- Title Sponsorship

Contact Tony Young (tony@inswimming.org) or Lynn Kinstler (lynn@inswimming.org) for more information about these sponsorship/advertising opportunities.

WEBSITE ADMINISTRATION

The Executive Director of Indiana Swimming shall approve all activity/content on the site. Others with access and privileges to www.inswimming.org are the Sport Development Director, General Chairman and Administrative Vice-Chair.

Protocol for posting should begin with the Executive Director. Day-to-day operations of the site and any corrections will be accomplished by the Executive Director or his/her designee.

- a. Any member of the Indiana Swimming Staff, Board of Directors, Club or outside entity that wishes to have items posted shall contact the Executive Director.
- b. Committee chairs shall work with their assigned staff liaison to help with the flow of information they are posting. Pre-posting communication and approval with committee members is imperative.
- c. All requests shall be posted within 24-hours of approval
- d. All unapproved items for posting shall be returned to the requestor and copied to the Indiana Swimming Executive Committee along with a statement of refusal

Any decisions regarding content or a decision to not approve a posting will be heard by the Indiana Swimming Administrative Vice-Chair and the Indiana Swimming Executive Committee and/or full Indiana Swimming Board of Directors.

WEBSITE EVALUATION & HISTORY

Occasional evaluations and subsequent reports to the Indiana Swimming Board of Directors shall take place annually at least twice a year (April & November). This evaluation shall include, but not be limited to surveys/feedback from users, site statistics/traffic, pages that need to be consolidated or removed, etc.

A history of what has been posted on the website as well as those items not approved will be kept by the Executive Director. Items not approved will also include reason for refusal.

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WEBSITE SERVER INFORMATION

This section will be updated as needed to reflect current domain information, host company information, monthly fees the list of services for this fee, payment protocol, and anything else deemed necessary.

- GODADDY (domain manager)
- HOMESTEAD – www.inswimming.org
- BLUE DOMINO – www.inswimmingmeets.org