

# Indiana Swimming Website Policy/Guidelines

*Board of Directors approved February 2003*

*Revision April 2006*

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.

A future mission of the Indiana Swimming web site will be:

- to provide e-commerce mechanisms for members and clubs to conduct business with Indiana Swimming.

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.
- If the link or posting is an advertisement\*, there will be a \$25 posting/link fee assessed. This posting will be up for 6 weeks from receipt of \$25. Entity will have to renew if applicable.

\*Advertisement is defined as the entity or organization profiting from such event. General Meet Information/Entry letters for swim meets will NOT be considered an advertisement.

- A year-long link posting/advertisement would be \$500. An additional \$500 on top of the 1-year website advertisement would give “sponsor/business” the availability to have presence at our state meets (ie: a booth/table for information distribution). *April 2006*