

Sacramento Masters Social Media Guidelines

August 19, 2025

The goals of our team social media:

- Promote SACMA in the community*
- Recruit team members*
- Update group members of swim and social activities*
- Showcase team member activities/accomplishments*

1. Represent SACMA with Dignity & Respect

- You are SACMA's on-line ambassador.
- Be positive and respectful—your on-line actions reflect SACMA.
- Treat teammates, competitors, officials, and coaches with respect.
- Avoid posting anything that could damage SACMA's reputation.

2. Protect Individual Privacy

- Don't post personal information (e.g., addresses, phone numbers), or any information that could allow anyone to privately contact those pictured or spoken about.
- Assure that any person pictured on the site(s) is aware of and agreeable to their image being posted.
- Avoid posting photos or videos that show risky, harmful, or offensive behavior.
- Monitor prospective followers to ensure no inclusion of those who seek to promote their business or commercial concern.
- Monitor prospective followers to ensure no admittance of bots or fraudsters.

3. Protect On-Line Privacy

- Use different passwords for the Sacramento Masters Swimming (Sac Masters) media accounts and your personal accounts.
- When you take over the Sac Masters social media accounts establish new passwords.
- Do not share passwords with other persons without the approval of SACMA Board.

4. Think Before You Post

- Once you post, it's permanent—even if you delete it.
- If you are not sure, do not post.

5. On-Line Content

- Post content that relates directly to Sac Masters and swimming, and that the membership will likely have an interest in.
- Do not post anything related to a political controversy.
- Do not post content that North Natomas Aquatic Center or Sac Masters might consider a complaint about the swimming facilities or their personnel or management; any comments of this type should be referred to the Sac Masters Board.
- Do not post images (including logos), music, video clips or text content that are owned or copyrighted unless you have permission from the owner.
- Ensure inclusivity; avoid posting content that makes assumptions about gender, race, or ability, or that belittles anyone.

- If asked to take down a post that reflects poorly on the team, do so promptly.

6. Be Supportive

- Promote a positive team culture—uplift, don't tear down.
- Appropriately tagging the team in achievements or media coverage is encouraged.

7. Reporting Concerns

- If you see something that makes you uncomfortable or violates these rules, report it to the SACMA Board members.
- Screenshots can help document issues if needed.