

Proposals from the Social Media Committee:

1. The Social Media Committee recommends approval of the SCS Social Media Policy, effective immediately for the SCS website and all soon-to-be-utilized platforms: website, Facebook, Twitter and Instagram.
 - a. Rationale: An approved policy will provide structure for what can be posted to the SCS website, as well as for all SCS camps and all-star teams. These groups have already begun creating non-approved pages, so a written policy is needed to ensure consistency of postings.
2. The Social Media Committee recommends SCS switch website platforms from GoDaddy to Team Unify over the summer, with the new website launching before year's end.
 - a. Rationale:
 - i. The GoDaddy platform costs \$450/quarter to host the website. Time involved to make simple edits to the page structure have been donated by the Webmaster, but requested structural changes have pricey estimates. The Team Unify website is free and would only have a one-time \$500 fee for migration/ transfer of all current website data.
 - ii. The GoDaddy platform does not currently have a way for SCS to edit the structure of the page. The proposal to create an admin function for this on the current website would be \$3600. A TU page would allow SCS to set up the website as desired on the template structure everyone is familiar with. While not completely unique, TU is more easily and reasonably customizable.
 - iii. The GoDaddy platform does not allow the page to fill the screen, so the contact list template has awkward spacing/formatting, where words are cut off to the next line. Updates to this are included in the \$3600 edit above.
 - iv. To allow photos to be formatted to the News Section of the GoDaddy platform would be a \$2400 project.
 - v. The TU platform is compatible with our current All-Star page and Team ACH page.....all could be condensed into one website.
 - vi. The TU platform is already set up to post the logos/links of sponsors. This will be an added enhancement to what we can offer the companies willing to partner with SCS.
 - vii. The TU platform would allow SCS to independently create the tabs/sections for various committees, including all Geo Committee pages as well as standing committees such as Diversity, Athletes, Safe Sport, etc.

- viii. More than half of the teams in USA Swimming use TU for their club's website. Parents know how to find information on this platform.
- 3. For future consideration: The Social Media Committee recommends SCS hire a Social Media Coordinator.
 - a. Rationale:
 - i. With money not spent on an overhaul of the current website, SCS could pay an hourly rate to hire help to keep the website current and relevant, as well as make regular FB, Twitter and Instagram updates.
 - ii. Regular social media posts will help promote SCS camps and activities, as well as LSC accomplishments.
 - iii. Social media is the way of the future. Communication with our athletes is only on social media.