

Team,

We at USA Swimming are so proud of your dedication to receive Safe Sport Club Recognition status. Here are some guidelines we suggest using to help your team promote this accomplishment. These are not mandatory, but we believe these suggestions can help tell your audiences how you are committed to a healthy, and positive environment free from abuse within our amazing sport! In this document, you will find suggestions for:

- Email correspondence to your team – parents, athletes & coaches
 - [General guidelines](#)
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- [Add Safe Sport Recognition Badge to Team Unify website](#)
- Social media
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Email Correspondence Example:

General guidelines:

- Be clear and precise with your message
- Explain this great team accomplishment
- If given permission, shout out your members who participated in accomplishing this team goal

Example:

- [Email Correspondence Example](#)

Add Safe Sport Recognition Badge to Team Unify website

Team Unify has instructions on how to place your Safe Sport Club Recognition badge, received after your team is approved, on your Team Unify webpage. Follow this link to view instructions:

https://www.teamunify.com/docs/TU_User_Guide_Final_Small_Final.pdf

Social Media

Facebook

General guidelines:

- Take advantage of boosting posts (Boosting posts allow you to pay a small fee to target specific audiences for a duration from your Facebook page.)
- Make sure your images are properly formatted
 - For a post, picture size should be: 1,200 x 630 pixels
 - For a banner, picture size should be: 820 x 312 pixels
- Pin important posts, such as becoming Safe Sport Recognized, to the top of your page
- Tag your partners such as USA Swimming to further your reach

Type of post:

- Pick a picture which represents both your team and Safe Sport. Some examples could be a team photo, team logo, or a group picture of those who completed the trainings.
- Picture must be high quality (no blurry pictures or text too small to read)
- Ideal picture size: 1,200 x 630 pixels
- Explain your amazing new accomplishment of becoming Safe Sport Recognized and what it took to receive this

Examples on what to say:

- ***EXCITING NEWS*** We are officially a @USASwimming Safe Sport Recognized club! It shows our dedication to making the sport of swimming a healthy and positive environment, free from abuse for our athletes on [insert team name]. We hope all teams will strive towards this status so we can continue to make this a sport of the future. Please reach out to our head coach or board if you have any questions. #SafeSport
- We are thrilled to announce [team's name] is a USA Swimming Safe Sport Recognized club! This is an exciting time for our team and we want to continue to be a leader in our community to provide a healthy and positive environment, free from abuse for our athletes. The process to become recognized was not easy but we truly believe it is our responsibility to provide the best environment for our athletes, coaches, and parents. Thank you to everyone who helped us accomplish this, go [insert team mascot]! @USASwimming #SafeSport
- We are officially a @USASwimming Safe Sport Recognized club! Thank you to our coaches, athletes and parents who helped make this happen, we could not be prouder! We will continue to stay committed to creating a healthy & positive environment free from abuse for our [insert mascot]. If you want more information on our new status, please reach out to our coaching staff or board.

Popular hashtags to use:

- #SafeSport
- #SafeSportClubRecognition
- #SSCR

Tagging:

- Please tag @usaswimming on your post so we can see

Twitter

General Guidelines:

- Maintain your team voice/brand when tweeting
- @ mention when appropriate
- If you are posting a picture, landscape usually works best
- Use a relevant hashtag (such as #SafeSport)
- Follow peers & competitors
- Engage when people comment
- Retweet content which is relevant to your team

Type of post:

- Post must be less than 280 characters (per Twitter guidelines)
- Explain your excitement about becoming a Safe Sport Recognized club!
- This is an accomplishment, remember that when you post
- You can add emojis to make it fun

Examples on what to say:

- Proud to announce we are officially a Safe Sport Recognized club with @usaswimming! Thank you to everyone to made this happen, we are committed to making the sport of swimming the best it can be! #SafeSport
- [insert celebration emoji's or fun gif] We have Safe Sport Recognized club status! #SafeSport @usaswiminsider @usaswimming
- Thank you @usaswimming for helping keep our athletes safe- we are committed with you! We now have Safe Sport Recognized Club status, which proves our dedication to allowing our team to have a healthy and positive environment free from abuse. Go [insert mascot]! #SafeSport @usaswiminsider

Popular hashtags to use:

- #SafeSport
- #SafeSportClubRecognition
- #SSCR

Tagging:

- Please tag @usaswiminsider or @usaswimming on your tweet so we can see

Instagram

General Guidelines:

- Use clear, good quality photos
- Post pictures which align with your team standards & culture
- Always uphold your team vision & mission

Type of post:

- Pick a high-quality photo that represents your team and Safe Sport. Some examples could be a team photo, team logo, or a group picture of those who completed the trainings.
- Write a comment about your amazing new accomplishment of becoming a Safe Sport Recognized club
- Ideally, post a picture size of 1080 x 1080 pixels

Examples on what to say:

- WE DID IT! We have received Safe Sport Recognized club status through @usaswimming [insert celebration or love emoji]. Thank you to our athletes, parents and coaches who helped us with this amazing accomplishment! We are COMMITTED to providing a healthy, and positive environment free from abuse for everyone on our team. To learn more about #SafeSport, reach out to us directly or check out USA Swimming's Safe Sport website.
- Healthy. Positive. Free from Abuse. These are words we are committed to uphold in our program. Due to our dedication and hard work, we now have Safe Sport Recognized Club status through @usaswimming! We are proud of everything we have accomplished thus far and will continue to do our best to protect our athletes, parents, and coaches on and off the pool deck. Special thank you to everyone who helped us achieve this honor. Go [insert team mascot]! #SafeSport
- Great news! [Team name] earned Safe Sport Recognition status! Thank you @usaswimming for putting this program together, we are committed to maintaining a healthy and positive environment, free from abuse with you. Our athletes, parents, and coaches deserve the best atmosphere to grow and we will continue to strive towards that. Great job to everyone who helped us accomplish this, go [insert team mascot]! #SafeSport #USASwimming

Popular hashtags to use:

- #SafeSport
- #SafeSportClubRecognition

- #SSCR

Tagging:

- Please tag @usaswimming on your post so we can see

Press Release

Who to reach out to?

- Local sport reporters
- Reporters with specialty in swimming or other sports
- Think about who gives out local swimming information – they might be a good resource!

How to reach out to your local reporter

General guidelines:

- Timing is everything – try to send pitch before noon
- No longer than 2-3 paragraphs
- State your new status & why it is important for the community to know about it
- Include Safe Sport info (given and approved by our team, see below – **do not write something else up**)
- Email is the most preferred method of contact

Ideas on what to include about your team

- How many athletes registered with your club
- When your club was established
- Coaches names and info
- Unique things you have done in the community

When you should answer questions from reporters vs. when USA Swimming should answer questions

Your Team Should Respond When:	USA Swimming Should Respond When:
<ul style="list-style-type: none"> • Questions about your specific team 	<ul style="list-style-type: none"> • Questions about USA Swimming or Safe Sport
<ul style="list-style-type: none"> • Your process on becoming Safe Sport Recognized 	<ul style="list-style-type: none"> • The importance of Safe Sport in USA Swimming
<ul style="list-style-type: none"> • Why your team decided to become Safe Sport Recognized 	<ul style="list-style-type: none"> • Any questions on guidelines, rules, and regulations about USA Swimming or Safe Sport

Safe Sport info paragraph:

USA Swimming is committed to providing a healthy and positive environment free from abuse for all its members. USA Swimming's Safe Sport program, a comprehensive abuse prevention program, consists of a multi-layered approach to keep kids safe, including: required policies and best practice guidelines; mandatory screening, criminal background checks and employment screening; training and education; monitoring, supervision and mandatory reporting. These measures are informed by experts in the field of child safety and are among the strongest safeguards found in youth-serving organizations.

USA Swimming's Safe Sport program will continue to spark meaningful discussions across the country to strengthen open, productive communication channels. For more information regarding USA Swimming's Safe Sport program, please reach out to Devonie Pitre at dpitre@usaswimming.org.

Press Release Example:

- [Please click here to view a press release example](#)

Reaching out to your LSC

Your LSC should have been copied on your Safe Sport Club Recognition approval email but that doesn't mean you can't continue to spread the word about your team's accomplishment! Below are some ideas to continue spreading the news:

- Tag your LSC when posting on social media
- Include your LSC's name in your press release
- Ask your LSC to post about your accomplishment
 - Make sure to like/comment/share/retweet/etc. if they do!
- Copy your LSC on the announcement email to your team