

## Content Types for Committees and Process for Consideration

In coordination with the USMS Communication Plan, here are communication channels available to USMS committees. The National Office will determine which content type, if any, should be used because it must fit in the overall brand, marketing, and communication guidelines.

### Webinar

Webinars can be used for topics meant to be conversational/interactive and include multiple people as panelists. Webinar topics should be developed for a specific audience, with possible topics including Adult Learn-to-Swim best practices. In the case of a USMS committee, the audience would likely be a specific volunteer role or group. These webinars can be recorded and saved on usms.org but would not land on USMS's YouTube or social media accounts. The committee would need to reach out to [volunteer@usmastersswimming.org](mailto:volunteer@usmastersswimming.org), and the National Office will work with the LMSC Development Committee to schedule the webinar.

### Article

Articles are meant to be informative about a focused topic and should be between 450 to 800 words. Possible article topics include freestyle drills or exercises for building shoulder strength. Committees can submit content ideas for new articles or suggest revisions to older articles through [USMS's article idea collector](#). If the topic was covered in the past, it's more beneficial to update the older article than to create a new one.

### Social media post

Social media posts from USMS's official accounts are used to promote USMS content and initiatives, among other things. Suggestions for posts should be presented to your committee's VP or the ex-officio representative from the National Office.

### Social media video

Videos posted to USMS's official accounts should be high quality and feature informative content. They can be anywhere from 45 seconds to several minutes long. Suggestions for videos should be presented to your committee's VP or the ex-officio representative from the National Office.

### Community post or blog

A post on Community can be used for less formal content that doesn't need to go through the review process. These posts should be relevant and meet your communication and Community policies. If you're not sure whether you should post the content, reach out to your committee's VP or ex-officio representative from the National Office.

### YouTube video

Videos posted to USMS's YouTube channel require extensive editing and should only be produced by the National Office or its contractors. Committees with ideas for videos should submit them to their committee's VP or ex-officio representative from the National Office.