

# **U.S. MASTERS SWIMMING**

**COMMUNICATIONS AND  
PUBLICATIONS  
OVERVIEW**





**USMS PUBLICATIONS**

**FOR, ABOUT,**

**AND BY**

**MEMBERS**



# SWIMMER MAGAZINE

- Bimonthly member magazine—tangible benefit
- Complete online version available through MyUSMS account
- Content generated by professional, paid contributors who are also USMS members
- Content planned year in advance
- Anyone can submit content ideas
- Submission guidelines [usms.org/content/articles](https://usms.org/content/articles)





# STREAMLINES

- **STREAMLINES**
  - Monthly to entire current membership
- **STREAMLINES for Coaches**
  - Monthly to coaches
- **STREAMLINES for Volunteers**
  - Bimonthly CRITICAL info for all LMSC and national-level volunteers and HOD members
- **Subscriptions are initially automatic, but can be managed by recipient**



Happy New Year and welcome to 2015! We're glad you've renewed and we look forward to spending another year bringing you great content every month in *STREAMLINES*. If you're a recognized coach, you'll also receive *STREAMLINES for Coaches* each month.

To set your USMS email preferences, please use the personalized "Update Profile/Email Address" link at the bottom of this email.

**Swimming for Life,  
Your Friends at U.S. Masters Swimming**

### Afraid to Try a Swim Meet?

Coach Dustin Poe explains why meets are good for us

Let's be honest: Masters Swimming is the best activity around. However, there are a lot of swimmers out there who don't take advantage of everything the sport has to offer. If you've never swum in a meet before, you're missing out on a huge part of the sport.

[Continue reading >>>](#)



### Five Fun Drills

Coach Terry "Speed" Heggy on improving your feel



Aquatic sports are the only competitive activities where the same medium (water) provides both the platform for your propulsion and the forces that slow your progress. Your arms and legs use the water to move forward, but the water's resistance is slowing you down at the same time.

### 1-Hour Season is Upon Us!

**See how far you can go!** It's time for the USMS Speedo 1-Hour ePostal National Championship! The event runs from January 1 to January 31, 2015, and the objective is to swim as far as possible in 1 hour, in any pool 25 yards or longer. Record your splits, submit your results, and see how you stack up against other swimmers around the country. There's lots more information online. Get swimming today!



More than 7 million miles logged by USMS members

### Featured Discount

This month's sponsor is FINISI! One of the things you've asked for is more sponsor discounts, so we'll feature a special discount from one of our sponsors here in *STREAMLINES*.



# USMS.ORG

- **Stories**
  - Biographies and first-person accounts
- **Technique, health, fitness, sports medicine, etc.**
  - Combination of paid and volunteer contributors
- **Swimmer info page**
- **MyUSMS—an all-access pass**
  - Read *SWIMMER* online
  - Online coaches
  - Participate in GTD, blogs, and Forums
- **Discussion Forums**
  - LMSC and committee forums
  - Staff blogs

The screenshot shows the US Masters Swimming website homepage. At the top, there is a navigation bar with links for Membership, My USMS, Forums, and Blogs. Below this is a search bar and social media icons. The main header features the US Masters Swimming logo and a navigation menu with categories: About USMS, Local Programs, Learn-to-Swim & Fitness, Training, Events & Results, For Coaches & Instructors, and For Volunteers. The main content area includes a large photo of four swimmers, a section titled "Encouraging adults to swim" with a "Learn more" button, and a "7,582,684 Miles logged by USMS swimmers in the Fitness Log" counter. Below this is a "Just Released" section with a list of articles and videos. On the right side, there are several featured articles with images and titles, such as "Swimming and Eye Health" and "Maximizing Open Water Sighting Efficiency". At the bottom right, there is a "JOIN 60,000+ Masters Swimmers" button and a "Shop Now" button for official USMS merchandise.



# SOCIAL MEDIA

- **Facebook**
  - Feel-good stories: positive content, images, links
  - [facebook.com/usmastersswimmirgfanpage](https://facebook.com/usmastersswimmirgfanpage)
- **Twitter**
  - Reminders, announcements, engaging with externals
  - [twitter.com/MastersSwimming](https://twitter.com/MastersSwimming)
- **YouTube**
  - Stroke technique, product reviews, promotional, clubs, etc.
  - [youtube.com/user/USMastersSwimming](https://youtube.com/user/USMastersSwimming)
- **LinkedIn, Google+, Instagram**
  - Limited use currently





# VIDEO

- **Brand Essence**
  - [We Are U.S. Masters Swimming](#)
  - [Masters Swimming Is A Journey](#)
  - Why We Swim #WhyISwim
- **Technique**
  - [Freestyle Breathing](#)
  - [Breaststroke Arms](#)
- **Product Testing and Review**
  - [Wetsuits](#)
  - [Fins](#)
- **Special Projects**
  - [National events](#)
  - [ALTS campaign](#)





**USMS COMMUNICATIONS**

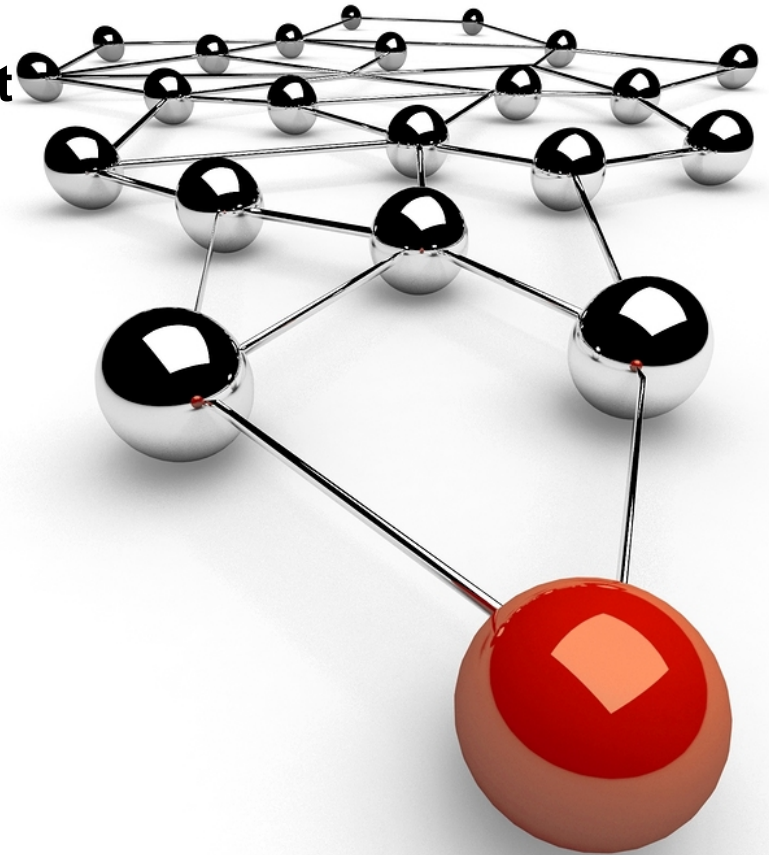
**INTERNAL**





# COMMITTEES

- **Getting the right content to the right audience at the right time. Promotion, reminders, and due dates for**
  - National championship events
  - Election cycles
  - Awards
  - Convention
  - Volunteer recruitment
- **And more. Anything that will help the committees perform their volunteer duties**
- **Accomplished through use of collaborative web platforms**
  - Google Calendars
  - Google Docs
  - Dropbox





**USMS COMMUNICATIONS**

**EXTERNAL**



# LOCAL AND NATIONAL MEDIA

**At the NATIONAL level, USMS engages the services of a professional PR firm on an as-needed basis.**

- **April is Adult Learn-to-Swim Month**

**At the LOCAL level, the press is looking for content—your interesting stories. Cultivate relationships with your local news outlets.**

- **Send us links so that we can share**
- **When you talk to the local media you're also representing USMS, an organization powered by hundreds of amazing volunteers and 60K+ swimmers. We work better as a team!**
  - **Fly your club/LMSC colors, fly our national colors**
  - **Identify clubs, LMSCs, and USMS with correct proper names**





# TOOL KIT

- Working With Your Local Media  
[usms.org/admin/lmschb/content/effectivepress](https://usms.org/admin/lmschb/content/effectivepress)
- Websites, Social Media, and Newsletters  
[usms.org/admin/lmschb/content/newshints](https://usms.org/admin/lmschb/content/newshints)
- USMS Publications Style Guide  
[usms.org/admin/policies/style\\_guide.pdf](https://usms.org/admin/policies/style_guide.pdf)
- USMS logos and logo style guide  
[usms.org/logos](https://usms.org/logos)
- USMS [Logo Use Request](#)
- Publications submission guidelines  
[usms.org/content/articles](https://usms.org/content/articles)







# TOOL KIT

- **Volunteers**
  - Find that enthusiastic word nerd who communicates well
- **Website**
  - USMS logo prominently displayed and linked
- **Social media platforms**
  - Determine what your audience uses and deliver to them there. Be creative, be positive
- **Email services**
  - Don't overdo it, make your messages count
  - Coordinate with National





# WE WORK BETTER AS A TEAM!

Let us know how we can help  
[editor@usms.org](mailto:editor@usms.org)

