

## **SOCIAL MEDIA GUIDE**

Remember you are always representing Delta Sigma Pi and your individual chapter – whether you are at a Fraternity event or not. Delta Sigma Pi encourages the use of social media platforms, chapter websites, etc. When posting in the name of Delta Sigma Pi or your individual chapter, it is important to remember we all represent our organization. Only those authorized by the Executive Director are able to speak on behalf of the International Fraternity of Delta Sigma Pi. (From National Policies, Section A, Policy 5)

Brothers should use their best judgement when posting on any social media platform. If any individual is concerned, or has questions as to what is appropriate, please seek assistance from your executive committee (including your Chapter President), your District Director, Chapter Advisor, Regional Vice President or Provincial Vice President.

### **Guidelines on Social Media Posts:**

- Do not post anything defamatory, libelous, vulgar, obscene, abusive, profane, threatening, hateful, racially or ethnically derogatory or otherwise offensive.
- Don't break the law.
- Be polite and considerate.
- While posting on any social media platform use sound judgement and common sense.
- Be conscious when mixing personal and Delta Sigma Pi (e.g. business). Delta Sigma Pi encourages free speech, but be mindful that anything on social media can be accessed by others (even if it is marked private.) Your affiliation with Delta Sigma Pi doesn't end when you leave a Delta Sigma Pi event—anything posted on the internet is permanent!
- Do not post any information or other material protected by copyright without the permission of the copyright owner.
- Do not use any words or logos that would infringe on any trademark or other mark.
- At no time should any social media post include anything in our Ritual. Including but not limited to – pictures of Ritual or regalia, items contained in Delta Sigma Pi's Ritual book, or other items learned during Ritual.
- Social media is another way you can build your chapter's brand; be mindful this is being done in the proper way.
- Act responsibly and ethically while posting on all social media platforms.
- Honor the differences of everyone on social media.
- Do not share the personal information of chapter members, pledges or recruits on social media.
- Be responsible – don't speak for others or the organization unless you are authorized to do so by the Executive Director.
- When in doubt – do not post.