

SOCIAL MEDIA GUIDELINES



DOS

- Use proper logos, colors, and terminology: dsp.org/logos.
- Promote and recap professional, service, social, scholarship, fundraising and recruitment events.
- Share the College/School of Business posts, the University's posts and Delta Sigma Pi's posts.
- Share content about attending a national event.
- Have someone else in the Fraternity proofread content before posting.
- **HAVE FUN!**



DON'TS



- Delta Sig is an incorrect abbreviation for Delta Sigma Pi. Our name is abbreviated as Deltasig.
- Jargon and slang—NIB, Crossing, etc.
- The term “rush”—we recruit and select worthy candidates.
- Anything related to Fraternity Ritual.
- Photos with alcohol, solo cups, or paddles.
- Hand signs – the fraternity does not acknowledge hand signs.

These guidelines are not targeted towards specific chapters, but should serve as a general guide.

Follow Us



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Delta Sigma Pi



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