

# Chi Eta Phi Sorority, Incorporated®

## Social Media Guide



NATIONAL TECHNOLOGY COMMITTEE

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## INTRODUCTION

Social Media and electronic communication provides an excellent opportunity to inform sorors, fraters, and the public of the activities of Chi Eta Phi Sorority, Incorporated®. This guide is intended to serve as a resource and provides guidelines for chapters to follow when using social media. For the purpose of these guidelines, social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information, including but not limited to:

- Social Networking Sites (Facebook, Twitter, Instagram, Snapchat)
- Websites
- LinkedIn
- Blogs
- Podcast
- YouTube

This document is intended to serve as a resource for regions, chapters and members as they design, prepare, register, and maintain regional and chapter social media accounts and websites.

The Chi Eta Phi Sorority, Incorporated® Social Media Guide was developed by the National Technology Committee through review and compilation of information from various professional and social organizations interested in establishing or improving information related to the appropriate use of social media.

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## BEFORE YOU POST

Members should always think carefully before posting anything to social media sites and forums. Most, if not all, social media websites are open for all to see and it is extremely difficult if not impossible to remove a post completely. Carefully consider the content, tone, and potential effect your post may have and ask if it would be detrimental to you, your family, or your chapter. Be respectful, polite, and patient, when engaging in conversations on behalf of a Chi Eta Phi Sorority, Incorporated® or chapters. Remember that any conduct, online or otherwise, that negatively or adversely impacts Chi Eta Phi Sorority, Incorporated® or Chapters may result in disciplinary action in accordance with the standards of conduct and the chapter's bylaws, up to and including expulsion. If there is any doubt about your posts content it's always better to not post at all, or ask a member of your executive board before posting. Members should use their best judgement and exercise personal responsibility when posting to any social media website.

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## **NATIONAL WEBSITE**

All information on the national website is reviewed and approved by the Sorority's National President. The national website will be the sole source of the following topics as they appear on the website.

- Membership demographics
- Membership information
- Forms and Documents
- National Partnerships and Affiliations
- The Chi Eta Phi Store

Regions and Chapters with websites are permitted to link to the national website.

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## **REGIONAL AND CHAPTER WEBSITES**

Regions and chapters are encouraged to create websites that complement the national website, while showcasing regional and chapter programs and activities. A website can be an ideal mechanism for communicating with members and informing the public of sorority activities and programs – both at the local and national levels.

The Internet is an interactive, dynamic, and rapidly changing communication medium that enables our organization to disseminate accurate, current, and relevant content. Specifically, websites should:

- Provide credible, original content in as many forms as possible;
- Provide valuable, timely information to users; and,
- Be interactive and well organized.

All websites should strive for high quality content – material that is accurate, current and suitable for public posting. Some material may be of long-term interest, but other material may quickly become obsolete. Websites should be reviewed regularly for current information but not less than annually. It should be understood that each chapter is self-governing and solely responsible for its day-to-day operations. The regional director or chapter president should approve messages, photos, and other content prior to posting.

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## WEBPAGE DOS AND DON'TS

Web pages may include:

- Photographs and/or videos and descriptions of national/region/chapter activities, service projects and public events
- National/Regional/Chapter history
- Current chapter officers and former chapter leadership
- Links to the national/regional websites
- Calendar of upcoming events
- Newsletters (use caution if personal information is included)
- Coat of Arms (Sorority Crest)
- Chapter financial documents, and similar documents, if and only if these documents are under a password accessible page. **Note:** If chapters elect to make them available electronically, chapters still need to print financial reports for distribution for members who opt not to use the Internet.
- Webmaster/coordinator contact information
- Region/chapter location and contact information
- Link to [www.chietaphi.com](http://www.chietaphi.com)
- Disclaimer Statement

Web pages may NOT include:

- Personal Protected Information
- Photographs without consent
- Any copyrighted material without permission
- Ritual ceremonies - neither narratives nor photography. Including Membership Intake Activities
- Proprietary and confidential Chi Eta Phi, Incorporated® documents and information.
- Photographs and descriptions of activities not authorized or condoned by Chi Eta Phi, Incorporated®.
- National, Regional or Chapter Bylaws (complete, excerpts, or amendments) – unless secured in a password protected page.

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## **SOCIAL MEDIA ACCOUNTS**

When properly managed, social media networks provide excellent opportunities for chapters and regions to engage with the communities in which we serve. This section provides best practices for managing social media accounts owned by a chapter or region.

Regions and chapters are not required to have social media accounts. All region and chapter-related social media accounts and related postings maintained by members for marketing, networking and/or public relations purposes remain the property of the chapter at all times. All information including the account, the login and password should be returned to the chapter secretary at the end of the appointed social media manager's term. No member has the right to use the account after the end of the appointed term and only the Chapter (via the executive committee) is permitted to change account names and settings. NOTE: The standards of conduct apply equally to closed or restricted access forums for members only. Closed or private forums often become public and get increased levels of scrutiny.



Before creating ANY social media account, become familiar with the social media platform's terms and conditions, as well as the privacy policy. These policies should be reviewed often as services periodically make updates.

Examples of common social media or social networking platforms include:

- Facebook
- Twitter
- Instagram
- Snapchat
- LinkedIn

**Naming Criteria:** All social media accounts should be in the name of the CHAPTER. This means that no chapter or member should have an email, Facebook, Facebook Group, Instagram, Twitter, LinkedIn, etc. that starts with Chi Eta Phi Sorority, Incorporated® or XHΦ.

See below for examples of acceptable email addresses and social media handles:

<b>ACCEPTABLE</b> 	<b>NOT ACCEPTABLE</b> 
AlphaBetaChapter_ChiEtaPhi@gmail.com	ChiEtaPhi_AlphaBetaChapter@gmail.com
Murphy_ChiEtaPhi@gmail.com	<u>ChiEtaPhi_Murphy@gmail.com</u>
<b>Facebook name:</b> Chi Phi Chapter of Chi Eta Phi Sorority Inc.	<b>Facebook name:</b> Chi Eta Phi Sorority Inc.
<b>Instagram:</b> TB_XHΦ	<b>Instagram:</b> XHΦ_BB
<b>Twitter:</b> @SigmaChiBetaChapter XHΦ	<b>Twitter:</b> @ XHΦ_SCB

**Password Management:** Access to social media accounts and administrative privileges should be changed during the officer transition period or whenever the Social Media Manager changes. This includes passwords, access information, and any other information pertaining to the social media account.

**Social Media Manager:** The chapter president or regional director should designate a chapter member or committee to manage social media accounts. The chapter president or regional director should also have administrative privileges.

The Social Media Manager(s) will be responsible for:

- Creating and posting content
- Responding to messages
- Monitoring the account and removing inappropriate content

Recommended Social Media Managers include:

- Corresponding Secretary
- Webmaster
- Technology Committee
- Public Relations / Information & Communications Committee

All social media posts should be in compliance with federal laws, statutory laws and be aligned with Chi Eta Phi Sorority, Incorporated® governance, Standard Operating Procedures, and Code of Conduct. Photos or other content should not be posted if it violates intellectual property laws, unless the person who posted the content owns or controls the rights to it, or has otherwise received express written consent to use it. This applies to photos found on Google images or elsewhere online. Regions and chapters may use paid advertisements to promote an event.

What makes a good post? Good posts are those that promote:

- Upcoming recruitment events;
- The accomplishments of your chapter members;
- Sisterhood/Brotherhood events; and
- Philanthropic events;
- Health and Wellness Topics.

Posts to be avoided are:

- Ones that promote parties or events that will have alcohol ;
- Ones that glorify alcohol, illegal substances or their misuse;
- Anything that involves sharing of the Sorority's Ritual or Ritual meanings; and
- Ones that share political views.

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## **COPYRIGHTS, INTELLECTUAL PROPERTY, PRIVACY, DISCLAIMERS**

Social media offers outstanding opportunities for our sorority to market and connect, but it's not without potential risks, particularly when it comes to the law. It's important that regions and chapters are aware of how regulations and compliance impact their social media usage

Members should be careful to comply with all copyright, trademark and intellectual property laws, as they can be legally liable for what is written or posted online. The Chapter also reserves the right to discipline members, up to and including expulsion, for any commentary, content or images that are pornographic, harassing, and libelous or for anything that creates a hostile environment based on race, sex, religion or any other protected class.

Intellectual property issues, particularly issues surrounding copyright law, are issues to be considered when engaging with the public via social media. Intellectual Property laws generally refer to those laws governing patents, copyrights, trademarks, and trade secrets. In the realm of social media, the laws governing trade secrets, copyrights, and trademarks are particularly important. Avoid sharing intellectual property such as trademarks without prior approval. Legal guidance at each chapter or region should be sought and followed in regard to legal issues related to social media, for example, guidance related to the wording of disclaimers and notices (e.g., privacy).



**Political Partisanship:** As a nonprofit organization, Chi Eta Phi Sorority, Incorporated® is prohibited from participating in political activity.

- Under the Internal Revenue Code, all section 501(c)(3) organizations are absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office. Violating this prohibition may result in denial or revocation of tax-exempt status and the imposition of certain excise taxes.
- This also extends to supporting candidates on a non-profit's organizations website"  
(October Service Letter, 2018)

**Disclaimer Statement:** It is recommended that the following disclaimer statement be displayed on websites and social media accounts.

Chi Eta Phi Sorority, Incorporated is not responsible for the design nor content of these web pages. They are the sole property and responsibility of the \_\_\_\_\_Region or the \_\_\_\_\_Chapter who hosts and maintains this website."

**Protect Confidential and Proprietary Information:** Always be mindful that social media networks are public and have low security. Non-Sorority members may have access to information that you believe is limited to a group of Sorority members. Users must honor the confidentiality and privacy rights of other individuals, including other members, contractors, vendors, affiliates, or business partners and must seek their permission before writing about or displaying sensitive information that might be considered to be a breach of the third party's privacy and/or confidentiality. Do not post private or personal information about other members, such as addresses, telephone numbers, membership number, or other identifying information.

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## EMAIL ACCOUNTS

All chapters must have a chapter email account for official communication with National Headquarters, chapter members, and the public. The passwords to chapter email accounts should be changed whenever officers change (i.e. during election cycles/transition, resignation, impeachment). The chapter should designate the chapter officers who will have access to the chapter email account. Access to these email accounts must be passed on to the new chapter officer/committee chair when a new officer/committee chair is elected or appointed. This includes passwords, access information, and any other information pertaining to the email account.

The following information provides general guidance for email communication exchange by Sorority members while conducting Sorority business.

- Confidential information should not be sent in an electronic message
- All chapter email accounts must be checked at least weekly
- Chapters may create an email distribution list using email marketing services (e.g., Constant Contact, MailChimp, and Benchmark) or list-serve (e.g., Google Groups or Yahoo Groups) for internal chapter communication.
- When sending emails to five people or more, or to groups that include both members and non-members, use the 'bcc' (blind carbon copy) option. This allows each recipient to only see their email address.
- Do not forward emails that include inappropriate content and media (e.g., pictures, images, and videos).

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## **TIPS ON USING SOCIAL MEDIA**

### **MAKE USE OF PRIVACY SETTINGS**

Read the site's privacy policy and use its privacy and security settings to control who can see your personal information.

### **DON'T OVERSHARE**

In general, don't post personal details, such as your phone number or home address. Avoid posting photos of your home that make it easy to identify where you live.

### **BE WARY OF UNFAMILIAR LINKS**

Avoid clicking on links in messages, tweets, posts, and online advertising. These may be links to viruses or other forms of malicious content.

### **USE STRONG PASSWORDS**

Make it at least eight digits long and a combination of upper and lower case letters, numbers and symbols.

### **MAINTAIN PROFESSIONALISM**

Remember that standards of professionalism are the same online as in any other circumstance. Do not share or post information or photos gained through the nurse-patient relationship.

### **MAINTAIN BALANCE USING SOCIAL MEDIA**

Studies show that spending a significant amount of time on social media can be addictive, and can lead to depression. If you're mindlessly scrolling through social media too often or are becoming drained from discussions online, take some time away from social media. Make sure you are using social media in a healthy way.



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