

Sigma Chi International Fraternity Social Media Guidelines

A. Introduction/Purpose

1. Social media has become a powerful medium for global communications, and while each of our members represent the Fraternity, there are certain concepts that should be considered while interacting online.
2. The Sigma Chi Fraternity social media guidelines serve as reasonable expectations and considerations members should take into account while representing the organization in online communications.
3. All social media posts should be in compliance with federal laws, statutory laws and be aligned with Sigma Chi International Fraternity's [governance](#) which include the: [Governing Laws](#), [Standard Operating Procedures](#), members' respective chapter bylaws, [Code of Conduct](#), [Statement of Policy on Human Decency and Dignity](#), [Fraternity Action Plan for the Response to Policy Violations](#), [Policy on Indemnification of Host Institutions and Authority of Individual Chapters](#) and [Resolution Regarding Host Institutions](#).
4. 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.

B. Definition of Social Media

1. Merriam-Webster's dictionary defines social media as forms of electronic communication, such as websites for social networking and microblogging, through which users create online communities to share information, ideas, personal messages and other content, such as videos.

C. Social media guidelines for group administrators and users:

1. Accounts that are recognized as or are pertaining to Sigma Chi or its affiliates should treat social media as such. Any online actions that are considered unlawful should be addressed immediately with the local police. Any online actions that do not reflect Sigma Chi's values should be reported to group administrators. Hold yourselves accountable; if you see something inconsistent with the Fraternity's values or that violates the aforementioned policies or procedures, say something. If a report is submitted to an administrator and no action takes place, please contact the Headquarters social media professionals at socialmedia@sigmachi.org or (847) 869-3655.
2. Administrators will be evaluated and chosen by Sigma Chi International Fraternity Headquarters staff. These administrators will sign an agreement holding themselves to administrative responsibilities.
 - i. Expectations of groups and administrators
 1. Groups that are inactive for more than 12 months will be closed.
 2. Any branding should follow the guidelines stated on sigmachi.org/logos-and-icons.

3. Consider everything that is posted to internet to be a permanent receipt of each and every action you or others take online. Deleted content can be preserved through screenshots and disseminated, and could go viral. Even the most prestigious companies are vulnerable to cyber-attacks and their information, like ours, is attainable in the right or wrong hands.
4. Repeated violations of any rules follow the same three-strike policy; three strikes and you're out.
5. Permission from individual brothers should be granted prior to posting content such as images of them or their personal information.
6. Sharing or reposting someone else's content reflects positively or negatively upon your chapter, depending upon the nature of it. Remember the term, "Guilty by association." Keep this in mind when deciding what to post.
7. Good posts are those that promote:
 - i. Upcoming recruitment events;
 - ii. The accomplishments of your chapter brothers, whether undergraduate or alumni;
 - iii. Brotherhood events; and
 - iv. Philanthropic events.
8. Posts to be avoided are:
 - i. Ones that promote parties or events that will have alcohol or underage attendees at them;
 - ii. Ones that glorify alcohol, illegal substances or their misuse;
 - iii. Anything that involves sharing of the Fraternity's Ritual or Ritual meanings; and
 - iv. Ones that share political views.

For questions on what makes a good social media post, or for feedback on how to improve your chapter's social media, contact the social media professionals at Headquarters at socialmedia@sigmachi.org or (847) 869-3655.

Utilizing an Application for Creation of a Sigma Chi Facebook Group

The second step to create a positive experience for brothers in Facebook groups and to ensure that the Fraternity's name is used in a responsible manner is to utilize an application to begin a Sigma Chi group. Existing groups that utilize the Fraternity's name, trademarks or imagery will also need to follow this step. The application process will allow Headquarters staff to learn the following:

- The intent/purpose of the unique group, including the need for its existence; and
- The names of desired administrators or monitors for the group.

By virtue of sending this completed application to socialmedia@sigmachi.org, the individual who wishes to begin the group agrees to abide by the house rules that the organization employs within the International Fraternity group. This will now be used across the board in approved Sigma Chi groups, as a way to create spaces where brothers can bond over shared interests and

debate important issues, while at the same time recognizing that each group is a public forum with its own permanent record.

This step also allows the Fraternity to eliminate the duplication of groups representing the same interest. See appendix of this document for the application.

Sigma Chi International Fraternity Social Media House Rules

•Updated Aug. 21, 2017

This community is for Sigma Chis everywhere to share their Fraternity experiences and events. So, join in. Post your comments, photos, videos, links and stories.

Of course, while we do want you to make yourself at home, we also want to respect and protect the members of our community. So please don't post materials that:

- Include profanity, hate speech or attack another member of our community;
- Do not align with Sigma Chi's values;
- Contain spam, viruses or other malicious content;
- Are politically charged;
- Spread defamatory, infringing, obscene, misleading or unlawful material;
- Include content from the Ritual;
- Contain material protected by intellectual property laws, unless the poster owns or controls the rights thereto or has received all necessary consent;
- Are not in compliance with the terms and conditions of the various media outlet to which you are posting, e.g. Facebook, Twitter, etc.; or
- Are not in compliance from Statute 5.10 from the Fraternity's Governing Laws:
No member of the Sigma Chi Fraternity, officers, group, committee, chapter, commission or affiliated entity thereof shall circularize the Fraternity, its chapters or membership for the purpose of soliciting money without having first obtained permission from the Executive Committee, pursuant to a properly authorized license agreement approved by the Fraternity. This prohibition does not apply to solicitations by one or more active or alumni chapters, alumni associations or house corporations only among the membership thereof for the purposes of obtaining contributions or dues for the benefit of one or more such entities.

Any posts that don't comply with these rules will be deleted at our discretion. (That is, if the outlet's automatic spam filters don't remove it first.) Members of this group will be held to a three-strike policy — three strikes, and you're out.

While we encourage members to share original content, we do not endorse the accuracy of any statement or product claims made here. We are not responsible for user content, and do not endorse or necessarily agree with any opinions expressed in the group. We will do our best to answer any and all of your questions. However, feel free to reach out to socialmedia@sigmachi.org if you have a comment or concern.

Approval of an Application for a Brother to Become a Group Administrator

The next step for brothers to create a Facebook group is to submit an application to become a group administrator and to have it approved by Headquarters' social media manager. Existing administrators of groups that utilize the Fraternity's name, trademarks or imagery will also need to follow this step. The brother who chooses to become an administrator must sign the application, stating he will abide by federal and state laws, as well as Sigma Chi's Governing Laws, Standard Operating Procedures, Code of Conduct and Statement of Policy on Human Decency and Dignity. He also agrees to do the following:

- Keep a record of those who violate the house rules;
- Utilize the three-strike rule and to report those who have violated it to socialmedia@sigmachi.org, with the proper documentation;
- Only admit members in good standing to the group;
- Notify socialmedia@sigmachi.org of any changes to his commitment;
- Find a replacement for his duties if he cannot fulfill them, notifying socialmedia@sigmachi.org of this change; and
- Understand that failure to fulfill any and all of his duties may result in the surrender of his role as group administrator.

Headquarters will then review all administrator applications, ensure the applicant is a member in good standing and approve or deny the applications.

Sigma



Chi Fraternity

International Headquarters
1714 Hinman Ave.
sigmachi.org
(847) 869-3655
socialmedia@sigmachi.org

Application to Become Sigma Chi Social Media Administrator

Thank you for your interest in becoming a volunteer Sigma Chi social media administrator. By signing this document, you understand that you will not be compensated for this position and that you will abide by the following guidelines. Please place your initial next to each bullet point to indicate that you have carefully read, understood and agree with the statements.

• I understand that all communication within the Sigma Chi International Fraternity-approved group that I would be tasked to manage should follow federal laws and statutory laws and be aligned with the Fraternity’s [governance](#), including the following documents: [Governing Laws](#), [Standard Operating Procedures](#), members’ respective chapter bylaws, [Code of Conduct](#), [Statement of Policy on Human Decency and Dignity](#), [Fraternity Action Plan for the Response to Policy Violations](#), [Policy on Indemnification of Host Institutions and Authority of Individual Chapters](#) and [Resolution Regarding Host Institutions](#). **Initial:** _____

• I agree to only admit to the group only members in good standing, per the member directory on the members-only side of sigmachi.org. I will remove those members who have been suspended or expelled after they were admitted to the group. **Initial:** _____

• I agree to create a record of those who violate the [House Rules](#), as well as the policies stated above, taking screenshots of the posts in question, for future reference. **Initial:** _____

• I agree to take action on the three-strike rule and to report those who have violated the house rules to socialmedia@sigmachi.org with the necessary documentation, including screenshots of offending posts and the name of the member who made them, along with any correspondence I had with them regarding violation of the house rules. **Initial:** _____

• I will notify socialmedia@sigmachi.org of any changes to my commitment. **Initial:** _____

• I understand that if I do not fulfill any and all of these duties, it may result in the surrendering of my responsibilities as administrator. **Initial:** _____

• In the event that I cannot fulfill my commitments, I will find a replacement, referring him to Headquarters at socialmedia@sigmachi.org, for their approval of his application to become an administrator. I will then surrender my responsibilities. **Initial:** _____

The group I would like to be an administrator of is _____

Signature: _____ Printed Name: _____

Personal Facebook url: _____
(example, facebook.com/xxxxxx)

Graduation year: _____ **University name:** _____

Date: _____ **Telephone:** _____ **Email:** _____



International Headquarters
1714 Hinman Ave.
sigmachi.org
(847) 869-3655
socialmedia@sigmachi.org

Application for Establishing a Sigma Chi Facebook Group

Thank you for your interest in creating a Sigma Chi group on Facebook. So that we may consider the creation of the group, allowing our name and trademarks to be used in its name, group description and imagery, please provide:

1. The intent and purpose of this unique group, including the need for its existence. We want to be sure that there is not already a similar group on Facebook, which means the two groups would be competing for members. We also need to eliminate redundancy. The proposed name of this group is _____.
2. The names of those who desire to be administrators and monitors of the group. Those who agree to the responsibilities of administrators must sign the Sigma Chi International Fraternity Facebook Group administrator application. Any additions or changes must be addressed in an email to socialmedia@sigmachi.org.

In the event this application is approved, you must include the following text in the group's description:

"Welcome to the [GROUP'S NAME] Facebook group. Before posting, please review the Sigma Chi International Fraternity's house rules, provided here: http://sigmachi.org/sites/default/files/social_media/house_rules.pdf. The Fraternity has given the administrator the responsibility of managing the group, and the statements made within it are those of the administrators and/or the visitors to the group, and are not those of the Sigma Chi International Fraternity. Comments are not the opinion of the Fraternity, which does not monitor the group. The Fraternity has granted the group the approval to be formed using its name and trademarks, and its existence was created for the purpose of fruitful discussion between members. If you believe this group is being managed improperly, please email socialmedia@sigmachi.org with any and all screenshots and supplementary information supporting your claim.

Official social media accounts of Sigma Chi International Fraternity are:

sigmachi.org | facebook.com/sigmachi | twitter.com/sigmachi | instagram.com/sigmachi
youtube.com/sigmachi"