



## Social Media Policy

**1. Purpose.** This document governs the Delta Gamma social media policy. This policy is established to protect our members and their privacy; to protect the brand and trademark of Delta Gamma Fraternity, Delta Gamma Foundation, Delta Gamma Fraternity Housing Corporation (FHC) and Delta Gamma Fraternity Management Corporation (FMC); to avoid negative publicity; and to ensure consistency in quality and content throughout our chapters and the Fraternity, while promoting social responsibility and the best qualities of character.

**2. Applicability and Scope Statement.** This policy applies to Delta Gamma Fraternity chapters, members, new members, alumnae, volunteers, Cabinet, Council Executive Offices staff, House Directors and other staff at chapter houses. When used correctly, social media is extremely valuable to Delta Gamma Fraternity, its members and alumnae. These policies are designed to promote positive use of social media and encourage positive behavior, while maintaining the best interests of the individual member.

**3. Affiliations.** Refer to the Delta Gamma Philosophy and Membership Responsibilities, the Statement of Obligation, the Oath of Secrecy, the Circularizing Policy, the Media Policy, the Crisis Communication Policy and the Public Relations/Dissemination of Information Policy when utilizing social media on behalf of Delta Gamma Fraternity and as an individual. All postings should comply with the Fraternity Constitution and the policies and procedures of Delta Gamma Fraternity.

**4. Effective Date.** This policy is to take effect immediately.

**5. Responsibilities.** Each member of Delta Gamma has an obligation to refrain from actions that may harmfully implicate the Fraternity, the Foundation, the FHC, the FMC, the chapter or an individual member of Delta Gamma, or that may reflect unfavorably on any of these. Understand that actions may have intended or unintended consequences that may harm the Fraternity, the Foundation, the FHC, the FMC, the chapter or an individual member of Delta Gamma.

a. Executive Offices and the Communications Department will periodically monitor Delta Gamma websites and other social media sites for inappropriate content, as defined infra. Inappropriate content on member pages and chapter pages will be removed by Delta Gamma Fraternity, the collegiate chapter or the alumnae chapter.

b. Collegiate and Alumnae Chapters are responsible for ensuring appropriate use of social media by Delta Gamma members. Chapter officers, members and advisers may partner with Executive Offices to monitor their chapter social media behavior and websites, and inappropriate content on chapter pages should be removed.

c. Appropriate use and content may be described in a chapter's BLSR, be so deemed by the Council, RD, RCS/CAC/NCC, RCRS, RAS, RFS/NCFC, RHS, and may be determined by Fraternity Executive Offices, Foundation, FHC or FMC.

(1) The chapter is responsible for postings by guests on the chapter's social media websites. (2)

The chapter is responsible for removing inappropriate content, outdated content and inaccurate



content.

d. Recommendations for content removal on chapter websites and individual websites may be made by a member, a chapter's advisory team, the regional teams, the regional director, volunteers and staff.

e. Staff, volunteers, advisory teams, regional teams and regional directors shall have the authority to request removal of inappropriate content from a chapter's website.

## 6. Policies.

a. At all times, chapter social media content is subject to the approval of Delta Gamma Fraternity. Appropriateness of content is the responsibility of the chapter, but will be monitored by Delta Gamma Fraternity on a regular basis.

b. Violations of these policies may result in the chapter's website and social media sites being suspended or terminated by Executive Offices. Reinstatement of the chapter's website and social media sites will be at the discretion of the regional director and/or Delta Gamma Fraternity Executive Offices. Continued violations of these policies may result in individuals being placed on probation by the RCS, or subject to the Statement of Obligation Review, and the chapter being placed on probation by Council or subject to Chapter Review.

c. Violations of these policies may result in an alumna being subject to the Alumnae Membership Review Process and/or Alumnae Expulsion Process.

d. Postings on an individual's website, social media or email account that do not uphold the high ideals of friendship or display the finest qualities of character may result in a Statement of Obligation review.

e. Location-based identifiers (e.g., geofilters, location tags, etc.): When creating a location-based identifier for use related to a Delta Gamma event (must be for events without alcohol; events with alcohol may not utilize branded location-based identifiers), members must get approval from Executive Offices by emailing the proposed design to [photos@deltagamma.org](mailto:photos@deltagamma.org) at least five (5) business days prior to its expected use. In addition, when posting photos from Delta Gamma events (or using text related to Delta Gamma), the tagged location must align with Delta Gamma's values and other policies.

f. In keeping with the Statement of Obligation, the Oath of Friendship and the Oath of Secrecy, do not post details about chapter meetings, ritual ceremonies, functions relating to membership selection and Initiation, Honor Board and Founders Day Observances.

g. The design or representation of the badge, crest, Greek letters and name or other trademarks of the Fraternity shall not be created, produced or used by any person or company except as authorized in writing by the Council or its designee. Anything showing the trademarked terms Delta Gamma, Do Good, DG, Anchor Splash, Anchor Girl, Most Beautiful Eyes, Anchora and the logos, graphics, data and crests is property of Delta Gamma Fraternity and should only be used on the individual chapter's



website and social media links. Members and alumnae may use Delta Gamma trademarked terms and the logos, graphics, data and crests on their individual emails and individual social media sites, only in good faith.

h. Inappropriate content includes, but is not limited to: vulgar language, expletives, profanity; photographs or videos depicting illegal behavior that is or may be subject to prosecution in local, state and federal courts; nudity; distasteful graphics; sexually explicit photographs and wording, including sexual innuendo; statements that threaten an individual member, alumna or the Fraternity; cyberbullying; statements that violate the Statement of Obligation, the Oath of Friendship or the Oath of Secrecy or discuss chapter meetings, ritual ceremonies, functions relating to membership selection and Initiation; libelous statements; graphics that violate the logo and trademark of Delta Gamma Fraternity; and content in violation of the Delta Gamma Philosophy and Membership Responsibilities, the Circularizing Policy, the Media Policy, the Crisis Communication Policy and the Public Relations/Dissemination of Information Policy. **See attached Appendix for Responsible Social Media Use and Promotion Guidelines.**

## 7. Definitions.

a. Catfishing. Catfish refers to a person who creates a false online profile in order to fraudulently seduce someone. Catfishing is the verb related to the act of creating a false identity online.

b. Chapter. Chapter for purposes of this policy includes collegiate chapters, new collegiate chapters, alumnae chapters, alumnae associations and alumnae hope groups.

c. Defamation. Defamation is the issuance of a false statement about another person, which causes that person to suffer harm. Slander involves the making of defamatory statements by a transitory or non-fixed medium or representation, usually an oral/spoken representation. Libel involves the making of defamatory statements in a printed or fixed medium, such as a webpage, magazine or newspaper.

d. Finsta. A fake (or second) Instagram account, primarily used to hide scandalous behavior, cultivate an alter ego, and function with anonymity to troll, or cause maximum disruption and argument, among peers.

e. Handles. A user's account name on a social media site.

f. Phishing. Phishing is a scam by which an e-mail user is duped into revealing personal or confidential information that the scammer can use illicitly.

g. Screenshot. An image captured of what is visible on a visual output device such as a computer monitor, television or other digital screen.

h. Social Media. Social media includes the tools and content that enable people to connect online, share their interests and engage in conversations. Examples include: blogs, websites, Facebook, Snapchat, Instagram, Twitter, Pinterest, Tumblr, tweets, wikis, media-sharing sites, GIFs, memes, social networks and bookmarking sites.

i. Tags. There are two different types of tags primarily used on social media: location tags, which link a post to a geographic location, and people tags, that link a person's name or social media handle to post,



allowing them to receive a notification that they've been mentioned.

j. Trademarks. Trademarks, also referred to as marks, belonging to Delta Gamma include the wording Anchor Girl; Anchor Market Place; Anchor Splash; *ANCHORA* of Delta Gamma; Dee Gee; Delta Gamma; ΔΓ; Delta Gamma Fraternity; Doing Good; Do Good; For Hope. For Strength. For Life.; Here for Good; Most Beautiful Eyes; Tau Delta Eta; and the badge, crest and Greek letters.

**Policy Proponent and Exception Authority.** The proponent of this policy is the director of marketing and communications, Delta Gamma Fraternity Executive Offices. The proponent may propose exceptions or waivers to this policy to the Council. Chapters may request a waiver to this policy by providing justification that includes a full analysis of the expected benefits and controls and must also include formal review by the chapter's advisory team and the regional director. All waiver requests will be endorsed through the regional director and forwarded simultaneously to the proponent and the Executive Offices. Council may delegate exceptions or waivers authority in writing to the proponent of the Executive Offices.

Approved by Council:

\_\_\_\_\_ (date) \_\_\_\_\_



## **APPENDIX**

### **Responsible Social Media Use and Promotion Guidelines**

When engaging in social media sites or applications, keep in mind that anyone can access or read your post and may be able to see your online behavior regardless of privacy settings; this includes members, non-Fraternity members, other collegians, parents, the university, potential employers, law enforcement, the National Panhellenic Conference, media resources and the public at large.

Social networking and the related posts by the chapter or alumnae chapter should be limited to events, updates and information for beneficial relationships with members and alumnae, potential members and the greater community. Social networking by the chapter should promote educational and cultural interests, while providing intellectual motivation and goodwill. Social media networking and the related posts should also promote the good works by the members or chapters, items of social interest, interpersonal relationships and fun topics. All postings should demonstrate pride in membership and bring credit to Delta Gamma and the fraternity system.

Nothing should be posted that disparages a fellow member, denigrates a fellow member, slanders a member's reputation, defames a member's character or is disrespectful to Delta Gamma Fraternity, Delta Gamma Foundation, the Delta Gamma Fraternity Housing Corporation, the Delta Gamma Fraternity Management Corporation and the alumnae, including that which is against Article II of the Constitution or Fraternity

values. This includes postings about former new members or former members. Avoid disparaging remarks about any fraternity or collegiate woman, regardless of affiliation.

Be true to your authentic opinions, own your words and actions; take responsibility for what you put online. We all leave behind a digital footprint; create yours with integrity and character. Represent yourself in any posting to a social media site. Integrity is the heart of the Fraternity's core values. Anonymous profiles, like Finstas, phishing, and "catfishing" lend themselves to more negative content and demonstrate a lack of integrity. Regardless of privacy settings, content can be screenshotted and shared with a broader audience at any time. Be upfront and say if the views being expressed are personal, rather than those of the chapter or Delta Gamma Fraternity.

Be responsible when posting to a social media site, creating a new social handle or adding information to a bio or about me section. All information should be factually accurate, timely and appeal to the members as a whole. The information, biographies, photographs, links, names and references mentioned in a post



should be consistent, grammatically correct and reflect correct, public information about Delta Gamma Fraternity and portray Delta Gamma and its members in a positive light.

All photos, presentations, podcasts, audio media, or video media must be appropriate in nature, and adhere to the Delta Gamma Philosophy and Membership Responsibilities, the Statement of Obligation, the Oath of Secrecy, the Circularizing policy, the Media policy, the Crisis Communication Policy and the Public Relations/Dissemination of Information Policy.