



PHI KAPPA TAU  
LEARNING . LEADING . SERVING .

## PHI KAPPA TAU FRATERNITY SOCIAL MEDIA POLICY

Social media are powerful communications tools that have a significant impact on organizational and professional reputations. The nature of social media blurs the lines between personal voice and organizational voice and is an open arena for members to discuss brands, organizations, businesses and ourselves. The Phi Kappa Tau social media policy supports members, chapters and alumni groups in ensuring the Phi Kappa Tau brand is consistent and protected.

Social media is defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Examples include but are not limited to LinkedIn®, Twitter®, Facebook®, YouTube® and Instagram®. Posts and uploads through social media, either from public or private accounts, from members, chapters and alumni groups directly reflect the Fraternity.

Every member, chapter and alumni group has the opportunity to promote the Fraternity by sharing information through social media. Members, chapters and alumni groups engaged in social media help the National Fraternity create a stronger, more impactful online presence than could otherwise be achieved by a small number of people using traditional communications.

Members, chapters and alumni groups should keep the Fraternity mission, vision and values in mind when using the name Phi Kappa Tau (or other acceptable identification forms, such as Phi Tau, ΦKT or PKT) in all social media content.

In accordance with Title 7.61 of the Phi Kappa Tau Statutes, members, chapters and alumni groups should refrain from conduct prejudicial to the Fraternity and tending to bring it into disrepute. In order to comply with this statute, all posts, mentions, comments, status updates and/or hashtags that directly or indirectly relate to Phi Kappa Tau should ensure the following items:

- Content is in compliance with the Phi Kappa Tau Risk Management Policy
- Content is in compliance with the Phi Kappa Tau Branding Guide
- Content is in compliance with the Phi Kappa Tau Style Guide
- Content is in compliance with College/University standards
- Content is in good taste and does not include:
  - Lewd acts
  - Illegal acts
  - Depiction of profane or obscene language
  - Degrading language toward others
  - Racially or ethnically derogatory language
- Content does not include personal information such as cell phone number, address, screen name, or other important information

Members, chapters and alumni groups need to follow the same behavioral standards online as they would in real life. The same laws, professional expectations and guidelines for interacting with brothers, students, parents, alumni, donors, media, and university constituents apply online as in the real world. Members are liable for anything they post to social media sites.

Phi Kappa Tau expects members, chapters and alumni groups to self-monitor the contents of their social media accounts ensuring that all comments, status updates, etc. are appropriate.

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## PHI KAPPA TAU FRATERNITY SOCIAL MEDIA GUIDELINES

The Social Media Guidelines are designed to advance the Phi Kappa Tau brand and members', chapters', and alumni groups' personal brands on social media. They encourage members, chapters, and alumni groups to be active participants in social media while upholding Phi Kappa Tau's values.

- 1) Your posts and blogs are public! Everything you post on a social media site can be seen by anyone. If you wouldn't want your grandmother or future employer to read it, you shouldn't post it. Regardless of how carefully you set your privacy settings, your posts are still in the public domain.
  - 2) Don't post our private Rituals or any details you wouldn't want anyone other than Phi Taus knowing. Our private Rituals are essential to our organization and should never be shared with non-members.
  - 3) Evaluate the goal of your posts — what are you hoping to achieve by posting?
    - a. You, your chapter and club are doing amazing things, so highlight them!
    - b. Good ideas for posts are highlighting service initiatives and events, awards won, achievements by individual members and chapter successes.
    - c. If the goal of your post doesn't advance the Fraternity in a positive way or is not in line with Fraternity's core values, do not post it.
  - 4) Keep your message consistent. Make sure your biography, information, photography and tone of voice are consistent. Make sure your dates are current and the information you provide is not outdated.
  - 5) Use only appropriate photos. As soon as a photo is uploaded to a social media site, it is available for all to see. Even if that photo is removed, you have no control of who saved a photo while it was live.
  - 6) Play nice. If you don't have anything nice to say, don't say it at all. What you say not only represents you, but Phi Kappa Tau, as well.
  - 7) Post regularly. You can link your Twitter and Facebook accounts, or schedule posts using Hootsuite and Tweetdeck to save you time.
  - 8) Know your audience. The way you interact and how you do it varies between social media audiences.
    - a. Try not to post identical stories on Twitter and Facebook.
    - b. Tailor your messages to each social media platform (Twitter feed allows for less characters than Facebook).
  - 9) Be accurate. Stick to the facts and link to the sites where you learned the information.
  - 10) Fix your mistakes. Don't be afraid to admit you made a mistake, but be sure to correct it quickly.
  - 11) Social media doesn't end at 5 p.m. If you have a Twitter or Facebook page, be sure you're checking it and updating it in non-business hours as well as during the day.
  - 12) Their perception is YOUR reality. What you put out in the world on social media defines what others think of Phi Kappa Tau as a whole. Help us build a positive image and brand of the Fraternity with your posts.
  - 13) Know where to turn for help. If you have any questions about social media, feel free to contact the Communications Department at Phi Kappa Tau Executive Offices ([communications@phikappatau.org](mailto:communications@phikappatau.org)).
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