



**ALPHA SIGMA PHI FRATERNITY**  
**SOCIAL MEDIA GUIDE**  
for CHAPTERS & OUR MEMBERS





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# SOCIAL MEDIA POLICY

While social media is a great tool to promote the good your chapter is doing on campus and in your community, it is also an easy way to get yourself or your chapter in a negative situation. As a member of Alpha Sigma Phi Fraternity, you are expected to uphold the integrity of the Fraternity and contribute to the reputation of Alpha Sigs as 'Better Men'. Upholding the integrity of the Fraternity and contributing to its reputation are not only practiced by actions and words spoken, but also through the way we communicate electronically. Social media has become a major influence in the lives of today's college student. Anything you post can have an effect on the way you, or the organization you represent, are viewed in a public eye. Thus, it is your responsibility as a member of the Fraternity to monitor what you post online.

Use good judgement when posting on social media to ensure the upmost integrity of Alpha Sigma Phi's international brand.

If your chapter uses 'private' pages on Facebook or any other means of social media, you are still obligated to uphold the integrity of the Fraternity. Nothing is private when it is forever embedded into cyberspace. Refrain from sharing private or esoteric information, even in a private group or chat.

Snapchat is also a very easy way to get into a negative situation with the Fraternity, your College/University, or even the law. Refrain from sending unacceptable content, as the recipient can easily take a screenshot and post on their own social media or share with their friends via text message.

Thank you in advance for abiding by Alpha Sigma Phi's Social Media Policy. Your cooperation and commitment are greatly appreciated.

## WHAT IS SOCIAL MEDIA?

Social Media sites include, but are not limited to:

TWITTER | INSTAGRAM | FACEBOOK | SNAPCHAT | LINKEDIN | PERISCOPE | FLICKR | TUMBLR | REDDIT | YOUTUBE | FOURSQUARE

Any form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.



# ENCOURAGED CONTENT

for the chapter and its members to post on social media in direct or indirect relation to the fraternity

## **BROTHERHOOD EVENTS & RETREATS**

*Brotherhood events & retreats bring your chapter together. They form bonds that will last a lifetime. Share these moments with your audience.*

## **EVENTS WITH CHAPTER ALUMNI**

*Welcoming your chapter's alumni to meet your chapter is a vital part in them wanting to stay involved at a local and national level. Share these moments!*

## **NEW MEMBER CLASS PHOTOS**

*Say congratulations to your new members and brag about the next great wave of Alpha Sigs on your campus. Share your new members accepting bid cards. Share a group photo!*

## **SERVICE & PHILANTHROPY EVENTS**

*One of the most rewarding aspects of joining our fraternity is the ability to give back to your community and campus. Share the service and philanthropy your men work so hard on!*

## **EVENTS ON CAMPUS**

*Being a contributing member of your campus is a staple for Alpha Sigs across the world. You know you're active on campus, so share your actions with the brotherhood!*

## **RECOGNIZING SWEETHEARTS**

*Life would be much more difficult without your chapter's sweetheart(s). Show your appreciation to them by featuring them on your social media accounts!*

## **ACKNOWLEDGING FAMILY MEMBERS**

*Family Weekends can be some of the most special events you can do as a chapter. It can leave you and your audience with all the feels, IF you share on social media!*

## **MEMBER, CHAPTER & INTRAMURAL ACCOMPLISHMENTS**

*Your chapter and its members are high-caliber, so you will be receiving a lot of hardware in your time as an undergraduate. Share your success and they will come!*



# UNACCEPTABLE CONTENT

for the chapter and its members to post on social media in direct or indirect relation to the fraternity

## PRESENCE OF ALCOHOL OR APPEARING INTOXICATED

*If you are posting a photo of a chapter event, make sure there are no visible beer cans, solo cups, or alcoholic merchandising. Do not post drunk photos/selfies.*

## ILLEGAL/CONTROLLED SUBSTANCE ABUSE

*If you share content with illegal or controlled substances, serious legal ramifications may arise for you or your chapter. Do not share such content.*

## NUDITY OR SEXUAL/LEWD CONTENT

*It is highly distasteful and, in many cases, illegal to share content with nudity or sexual/lewd conduct.*

## EXPLETIVE LANGUAGE OR PROPHANITY

*Alpha Sigs are gentlemen and scholars. Keep the language clean and appropriate. Do not share photos of members using their middle finger or any other inappropriate gesture.*

## RACIST, BIGOTED OR SEXIST REMARKS/REFERENCES

*Alpha Sigma Phi is an inclusive organization. Any resistance to that in the form of racism, bigotry, or sexism will not be tolerated.*

## DEPICTIONS OF HAZING OR VIOLENT BEHAVIOR

*Despite what your chapter's "traditions" may be, hazing is against the law, and a felony in many states. Do not practice hazing and do not encourage hazing on social media.*

## RITUALISTIC OR ESOTERIC CONTENT

*Alpha Sigma Phi is one of the nation's oldest men's fraternities. With that comes a coveted ritual that is intended solely for those within, and only within, the Mystic Circle.*

## POLITICAL ENDORSEMENTS

*Avoid posting political views on the Chapter's social media accounts. Just because you agree with a political stance doesn't mean all of Alpha Sigma Phi does.*

