SIGMA ALPHA IOTA SOCIAL MEDIA GUIDELINES

Sigma Alpha Iota recognizes the vital importance of chapters to use social media for the exchange of ideas, making connections with other members, and disseminating information. Therefore, the Fraternity created these Social Media Guidelines to advise its chapters how to participate responsibly on social media while maintaining Sigma Alpha Iota's optimistic and positive purpose, mission statement, and vision.

For Reference
-- Any chapters found to be violating these Social Media Guidelines will be asked to delete their accounts and be disciplined according to Fraternity policy and procedures.
-- The current version of this policy is in the Officer Portal's Document Library under the "Policies and Procedures" tab.
-- Social media often leads to a lack of privacy, and accounts can be hacked at any time.
-- Do not identify members or "tag" them in posts unless given permission to do so.
-- Before posting on chapter, province, and region social media accounts, ensure that content:
• is accurate;
• does not have inappropriate language, audio, video, or images;
• does not include fraternity business or ritual ceremonies;
• does not violate university or fraternity policies; and
• is respectful to members.

Using Fraternity-Copyrighted Images and Graphics
Approved graphics are available on the SAI website at www.sai-national.org under the "Resources" tab, then "Idea File," then "SAI Graphics." Any other graphics that bear Sigma Alpha Iota's name, insignia, badge, and acronyms are copyrighted and cannot be used without permission. To obtain permission, fill out the Merchandise and Artwork Approval Form on the SAI website under the "Chapters" tab. Follow the instructions to submit your artwork.

Creating Chapter Social Media Accounts
Currently, the Fraternity has approved Facebook, Twitter, Instagram, Snapchat, TikTok, and YouTube for use by Sigma Alpha Iota Chapters, Provinces, and Regions.

• Each chapter can only create and maintain one account, page, or group on each of the approved social media platforms.
• Members-in-training classes cannot create their own accounts. They should be given access to share content on their chapter's social media platforms.
• Alumnae of collegiate chapters may not create a social media account (e.g. "Sigma Alpha Iota - Omega Omega alumni of Anytown University"). If you have one of these accounts, you must rename it with a title that does not include the chapter name or any form of the name Sigma Alpha Iota.
• Chapters cannot create a social media platform with their chapter's alumnae members, any other chapter, or campus organization.
• Each year, chapters must document in the first meeting minutes who administers the accounts, as well as the login usernames and passwords, so this information can be accessed if the need arises or if a new administrator is named.
• When an administrator leaves office or the chapter, a new administrator must be granted privileges and the former administrator removed. Chapters should also change usernames and passwords when a new administrator is named.

If your chapter has questions when creating an account, contact the National Vice President, Fraternity Development at nvp.development@sai-national.org to discuss guidelines specific to the social media platforms you are considering.

Account Guidelines
• Depending on the platform and space allowed, the approved title for account names is Sigma Alpha Iota - Your Chapter Name, or SAI - Chapter Name

• The profile's bio must state: This is the official page of the <<chapter name>>Chapter of Sigma Alpha Iota.

• Accounts must be "open," which means anyone can see what is posted. Secret, private, closed, or unauthorized groups are not allowed.

• Any content, comments, photos, presentations, podcasts, and other audio or video media not adhering to these Social Media Guidelines must be removed.

• Social media administrators should utilize provided admin tools for each account to maintain control over who can post and comment. Access these on social media support centers.

• For Facebook Groups: Put in place participant approvals, including participation questions, to vet both members and visitors before they can post or comment.

• Regularly monitor posts and comments. You can block any inappropriate users.

• Chapter accounts should follow the official Fraternity accounts so that those accounts can reciprocate.

• Use hashtags when appropriate and relevant to your content. Examples include: #1903, #SAI, #loveandroses, #FoundersDay, #OmegaAPD.

• Nicknames, slang names or otherwise inappropriate terms or references should not be used.

Can I Post This?

Chapters may create and post events, updates, and communications that promote their chapter and Sigma Alpha Iota positively, as well as to foster informative and constructive relationships with members, potential members, and the greater community.

• Use Facebook event pages for Sigma Alpha Iota-sponsored events.

• Social media announcements can be used for last-minute communications. For example, if a meeting or event has changed or is canceled, chapters can post, "The meeting/event scheduled for tonight was canceled/moved to a different day. Check your email/text/messaging app for further information from the chapter."

• Online fundraising campaigns can be posted and must adhere to the "Online Fundraising Guidelines" in the Officer Portal's Document

Library.
• Ask your Province Officer to provide "fresh eyes" to your content prior to posting.

What Can't I Post?
• Meeting agendas or minutes
• Anything related to fraternity business or ritual ceremonies
• Officer Portal documents
• Advertisements or announcements about individual social events, for example, personal parties/gatherings, off-campus events, or personal/business promotions
• Crowdfunding appeals
• Inappropriate, disrespectful, or negative comments and photos

Cyber Bullying and Addressing Inappropriate Content
Per the Fraternity's Risk Management Agreement, each member should uphold professional standards when using social media. It should never be used to speak derogatorily about another member. Violations of this policy will result in appropriate disciplinary actions as outlined in Appendix B of the Chapter Procedures Manual.

The NEB does not monitor chapter accounts for Social Media Policy violations. However, questionable content brought to the NEB's attention will be investigated, and disciplinary action will be pursued where appropriate.

The NEB also does not investigate individual member accounts. Neither chapters, members, nor fraternity officers are expected to interfere in an individual member's posts. However, any content of concern should be documented with a screenshot and brought to the Province Officer's attention.

Please direct any social media inquiries to the NVP Fraternity Development at nvp.development@sai-national.org.

Promoting SAI Individually
Members of Sigma Alpha Iota can and should proudly identify themselves as members of the fraternity in social media profiles.

Sigma Alpha Iota's Social Media Presence
• Facebook: (facebook.com/sigmaalphaiotafraternity) and (facebook.com/SAIPhilanthropiesInc)
• Instagram: (@sigmaalphaiota)
• LinkedIn: (linkedin.com/groups/Sigma-Alpha-Iota-International-Music-109214/about)
• Twitter: (@SAINH)
• TikTok: (@sigmaalphaiota)

New social media platforms become popular regularly. If you think that Sigma Alpha Iota should have a presence on other social media networks, please contact the NVP Fraternity Development at nvp.development@sai-national.org. Don't take it upon yourself to represent the national Fraternity on social media.
Policy updates

The NEB has adopted these policies and may modify them at any time.

The current version of this policy is in the Officer Portal's Document Library under the "Policies and Procedures" tab.

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