

SIGMA ALPHA IOTA SOCIAL MEDIA GUIDELINES

Sigma Alpha Iota recognizes the vital role social media plays in facilitating the exchange of ideas, fostering connections among members, and sharing important information. To support these efforts, the Fraternity has developed Social Media Guidelines to help chapters engage responsibly online while upholding Sigma Alpha Iota's positive purpose, mission, and vision.

Chapters found to be in violation of these Social Media Guidelines may be required to delete their accounts and will be subject to disciplinary action in accordance with Fraternity policies and procedures:

- The current version of this policy can be found in the Officer Portal's Document Library, under the "Policies and Procedures" tab.
- Please remember that social media offers limited privacy protections, and accounts can be compromised at any time.
- Do **not** identify or "tag" members in posts without their express permission.

Before posting on chapter, province, or regional social media accounts, ensure that all content:

- is accurate and fact-checked;
- does not include inappropriate language, audio, video, or images;
- does not reference Fraternity business or ritual ceremonies;
- complies with all university and Fraternity policies; and
- demonstrates respect for all 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 Officer Portal. Follow the instructions to submit your artwork.

Creating Chapter Social Media Accounts

Currently, the Fraternity has approved the use of Facebook, Twitter (X), Instagram, Snapchat, TikTok, and YouTube for use by Sigma Alpha Iota Chapters, Provinces, and Regions.

To ensure responsible and consistent use of these platforms, the following guidelines apply:

- Each chapter may maintain only one official account, page, or group per approved platform.
- Members-in-training (MIT) classes may not create their own accounts. Instead, they should be given access to contribute content through the chapter's official platforms.
- Alumnae of collegiate chapters are not permitted to create social media accounts that include the chapter name or any variation of "Sigma Alpha Iota" (e.g., "Sigma Alpha Iota

- Omega Omega Alumnae of Anytown University”). If such an account exists, it must be renamed to remove any reference to the chapter or the Fraternity name.
- Chapters may not create joint social media accounts with chapter alumnae, other chapters, or campus organizations.
- At the beginning of each academic year, chapters must record in their first meeting minutes the names of the individuals who administer each social media account, along with all login usernames and passwords. This ensures continued access if administrative changes occur.
- When a social media administrator leaves office or departs the chapter, access must be transferred to the new administrator. The former administrator should be removed from all accounts, and usernames and passwords must be updated accordingly.

Social Media Account Guidelines

To maintain a unified and professional presence online, Sigma Alpha Iota chapters must adhere to the following account naming and usage guidelines:

- **Account Naming:**
Use the approved naming convention based on platform space:
Sigma Alpha Iota – [Your Chapter Name] or SAI – [Chapter Name]
- **The Profile’s Bio Statement:**
The account bio must include the following language:
“This is the official page of the [Chapter Name] Chapter of Sigma Alpha Iota.”
- **Account Visibility:**
All accounts must remain public (open to all viewers).
Private, secret, closed, or unauthorized groups are not permitted.
- **Content Standards:**
Any content—including posts, comments, photos, videos, presentations, podcasts, or other media—that does not comply with these Social Media Guidelines must be promptly removed.
- **Administrator Controls:**
Use the built-in administrative tools for each platform to monitor and control who can post or comment.
Refer to the respective platform’s support center for instructions.
- **Groups:**
Implement participant approval settings and use membership questions to screen users before allowing them to join, post, or comment.
- **Monitoring:**
Administrators must regularly monitor posts and comments and are authorized to block users who violate SAI policies or post inappropriate content.
- **Follow Official SAI Accounts:**
Chapter accounts should follow official Sigma Alpha Iota Fraternity accounts so that the Fraternity can follow back and engage.
- **Hashtag Use:**
Use relevant and appropriate hashtags to increase reach and visibility. Suggested hashtags include: #1903, #SAI, #loveandroses, #FoundersDay, #OmegaAPD

- **Language Use:**
Avoid using nicknames, slang, or any terms that may be considered inappropriate, unprofessional, or inconsistent with Sigma Alpha Iota's values.

Community Platforms & Digital Communities

Sigma Alpha Iota recognizes the value of community-based platforms (e.g., Discord, GroupMe, Slack) in fostering connections among members and supporting engagement across chapters, and provinces. These platforms may be used to enhance communication when implemented responsibly and in accordance with Fraternity policies.

To ensure appropriate use, the following guidelines apply:

- **Purpose & Use:**
Community platforms are intended to support member engagement, networking, and collaboration. These platforms are supplemental and do not replace official Fraternity communication channels, including email, the Officer Portal, or formal meetings.
- **Access & Administration:**
Access to community platforms must be restricted to authorized users through appropriate screening or verification processes. Role-based permissions should be used to manage visibility and participation. Platforms must have designated administrators responsible for monitoring activity and managing access, such as Province/Regional Officers or Chapter Editors. To support continuity, it is recommended that more than one administrator maintain access at all times.
- **Content & Conduct:**
All communication must reflect Sigma Alpha Iota's values and comply with these Social Media Guidelines and all related policies. The following content must not be shared on any platform, regardless of privacy settings:
 - Fraternity ritual or ceremonial content
 - Internal documents, including Officer Portal materials
 - Fraternity business
 - Inappropriate, disrespectful, or harmful content

Can I Post This?

Chapters are encouraged to use social media to promote Sigma Alpha Iota in a positive, professional, and mission-aligned manner. Approved content includes events, updates, and communications that:

- Reflect positively on your chapter and the Fraternity
- Foster constructive relationships with members, prospective members, alumnae, and the broader community

The following guidelines apply:

- **Event Promotion:**
Use **Facebook event pages** for official Sigma Alpha Iota-sponsored events to invite participation and build engagement.

- **Timely Announcements:**
Social media may be used for **last-minute updates** or changes.
Example post:
“The meeting/event scheduled for tonight has been canceled/moved to a different day. Please check your email, text messages, or chapter messaging app for more details.”
- **Online Fundraising:**
Fundraising campaigns may be promoted via social media but **must comply** with the “Online Fundraising Guidelines” available in the **Officer Portal’s Document Library**.
- **Pre-Posting Review:**
When in doubt, reach out to your **Province Officer** for a quick review before posting. A second set of eyes can help ensure your content aligns with Fraternity standards and expectations.

What Can’t I Post?

To protect the integrity, privacy, and professionalism of Sigma Alpha Iota, the following types of content **must not** be posted on chapter, province, or region social media accounts:

- **Meeting agendas or minutes**
(These are internal documents and should not be shared publicly.)
- **Fraternity business or ritual ceremonies**
(All ritual and official Fraternity business must remain confidential.)
- **Officer Portal documents**
(These materials are for internal use only and should not be distributed or shared online.)
- **Personal or individual event promotions**
(Avoid advertising personal parties, off-campus gatherings, or promoting individual businesses or services.)
- **Crowdfunding appeals**
(Use only approved fundraising platforms and follow the Fraternity’s **Online Fundraising Guidelines**.)
- **Inappropriate, disrespectful, or negative content**
(This includes photos, comments, captions, or any content that does not reflect the values and standards of Sigma Alpha Iota.)

Cyberbullying & Inappropriate Content

In accordance with Sigma Alpha Iota’s Risk Management Agreement, all members are expected to uphold high standards of professionalism when using social media. Social platforms must never be used to speak disrespectfully or derogatorily about another member. Violations of this policy may result in disciplinary action as outlined in Appendix B of the Chapter Procedures Manual.

- **Oversight & Accountability**
 - The National Executive Board (NEB) does not monitor chapter accounts regularly. However, any questionable content reported to the NEB will be reviewed, and disciplinary action will be taken when appropriate.

- The NEB does not investigate individual members' personal social media accounts. Similarly, chapters, members, and Fraternity officers are not expected to police individual posts.
- **Reporting Concerns**
 - If you encounter social media content that raises concern, do not engage directly.
 - Instead, take a screenshot of the content and report it to your Province Officer for review and guidance.

By acting with care and professionalism online, members help uphold the values and reputation of Sigma Alpha Iota.

Promoting SAI Individually

Members are encouraged to proudly represent their affiliation with Sigma Alpha Iota on social media. You may identify yourself as a member in your personal profiles, bios, and posts—as long as your content reflects the Fraternity's values of professionalism, respect, and sisterhood.

Remember: When you identify as an SAI member online, your words and actions may be viewed as a reflection of the organization. Please ensure that your content upholds the ideals and image of Sigma Alpha Iota.

Sigma Alpha Iota's Social Media Presence

- Facebook: (facebook.com/sigmaalphaiotafaternity) and (facebook.com/SAIPhilanthropiesInc)
- Instagram: (@sigmaalphaiota) (@sai_phil)
- LinkedIn: (linkedin.com/company/sigma-alpha-iota-music-fraternity)
- TikTok: (@sigmaalphaiota)
- YouTube (@sigmaalphaiotainternational)

New Platforms & Policy Updates

As new social media platforms continue to emerge, Sigma Alpha Iota remains open to exploring opportunities for responsible expansion. If you believe the Fraternity should establish a presence on a new or emerging platform, please contact the **National Vice President, Fraternity Development** at nvp.development@sai-national.org.

Do not create accounts or represent the national organization on any platform without prior approval.

Policy Updates

These Social Media Guidelines have been adopted by the **National Executive Board (NEB)** and may be updated or modified at any time.

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

If your chapter has questions about creating or managing a social media account, please contact the **National Vice President, Fraternity Development** at nvp.development@sai-national.org to ensure compliance with platform-specific guidelines.