

# Zeta Psi Social Media Policy

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Social Media has become an important communication tool for Zeta Psi Fraternity. The Fraternity has multiple methods to make it easy for our global network of brothers to communicate, including but not limited to Facebook, Twitter, Instagram, and LinkedIn. In general, Zeta Psi social media should be used to highlight individual and chapter successes; to communicate the positive aspects of our brotherhood; to help brothers meet and gather; and to help brothers academically and professionally. By choosing to use social media, all content posted by brothers is a reflection of Zeta Psi and its members. Once something is posted online it is always online and possibly public. For this reason, Zeta Psi has established this Social Media Policy with three goals in mind:

1. **Consistent Branding:** To ensure all communications related to Zeta Psi fulfill its mission of being a premier international men's fraternal organization dedicated to forging academic excellence and life-long bonds of brotherhood.
  2. **Fair and Transparent Moderation:** To govern communications on official Zeta Psi channels to ensure all content is in line with Zeta Psi's values and principles.
  3. **Promotion of Best Practices:** To advise our members who use social media of best practices.
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1. **Branding Guidelines** - Presenting Zeta Psi to internal and external communities:
  - Adhere to [Zeta Psi's By-laws](#) and [Constitution](#).
  - Follow the [Risk Management Policy of Zeta Psi](#) so as to avoid promoting of illegal or dangerous situations.
  - Follow the guidelines of the [Brand Standards Manual of Zeta Psi Fraternity](#) when using the marks of Zeta Psi.
  - Respect the branding of other organizations; specifically, do not infringe on copyright or trademarks.
  - Avoid comments that are hateful, harassing, defamatory, degrading, or threatening. Bullying of any kind is not allowed, and degrading comments will not be tolerated as this will have a negative impact on the brand of Zeta Psi.
2. **Moderation Guidelines** - In the case of a perceived violation Zeta Psi will:
  - I. Determine whether a violation has occurred. The moderator may remove comments that are degrading, including but not limited to comments about race, religion, culture, sexual orientation, handicaps, gender or identity.

- II. If a violation is determined to have occurred, the moderator will:
    - A. Remove the offending post (and any subsequent/related posts);
    - B. Notify the person responsible as to why the post has been removed.
    - C. A moderator will review a request to reconsider, if asked.
    - D. Further appeals can be made to the chairman of the Standards and Accountability Committee.
  - III. If the person responsible repeats the violation then Zeta Psi has the right to restrict or revoke the person's access to the platform(s).
  - IV. Chapters and or individuals that violate these standards may face disciplinary measures through the Grand Chapter of Zeta Psi as described in the [Rules Enforcement Policy of Zeta Psi](#)
  - V. In cases where the post cannot be directly removed by Zeta Psi, the IHQ staff shall direct through appropriate channels that the post be removed.
- 3) **Guidelines for Best Practices** - Although Zeta Psi cannot control what individual members post on their own profiles and websites, it is important to remember that as a member of Zeta Psi Fraternity, an individual's conduct will reflect on the membership of Zeta Psi:
- The Fraternity respects the right of its members to express themselves, but remember that the audience intended for a post might not be the only audience that sees it. Whether it's online or in person, you are considered to be wearing your letters all the time.
  - Use Social Media platforms to promote Zeta Psi; complaints should be directed to the Executive Director, or anonymously on EthicsPoint, and not made on Social Media platforms.
  - Healthy debates are natural - treat all participants with respect.
  - Do not discuss anything related to the Ritual of Zeta Psi.
  - Do not reveal private or confidential information or repost anything personal about members without the consent of all parties including Zeta Psi.
  - Do not comment on anything related to legal matters or litigation involving Zeta Psi or another brother.
  - Do not participate in discussions where the topic may be considered a crisis situation. Refer all social media activity around crisis topics to the Executive Director.
  - Remember that we are a global fraternity. Be aware of differing cultural norms and values/customs/laws when engaging in online discussions.
  - Don't post anything that you do not want associated with you. Even comments intended to be anonymous can still be traced back to the source.
  - Once information is published online it is part of a permanent record, even if you "remove/delete" it later.
  - Members are encouraged to report any inappropriate posts that violate our Social Media Policy to IHQ staff or our Communications Director.