



Social Media Policy

Updated: July 2025

1. Purpose and Scope

This policy applies to all chapters of Zeta Psi Fraternity and governs how they represent the fraternity through social media and other online platforms. As Zeta Psi Fraternity and its chapters interact with a variety of audiences including the public, fellow members, parents, potential new members, and university/college stakeholders, they must do so in a way that reflects positively on, and in line with the core values of, the fraternity. This policy outlines the expectations for how chapters should conduct themselves online to promote a positive image of Zeta Psi.

2. Branding and Representation

Each chapter should understand that it represents Zeta Psi as a whole when posting or engaging on social media. Therefore, it is crucial to:

- Adhere to Zeta Psi's [By-laws](#), [Constitution](#), and [Risk Management Policies of Zeta Psi](#) in all social media activities.
- Ensure that content aligns with the [Zeta Psi Fraternity Brand Standards Manual](#), using fraternity logos, colors, and other branding elements appropriately.
- Avoid posting or sharing any content that could be considered hateful, harassing, defamatory, or discriminatory, including comments targeting race, religion, gender, sexual orientation, or other sensitive aspects.
- Avoid posting or sharing any content that depicts or promotes a dangerous activity, including, but not limited to, any activity that may result in the injury of a member or guest.
- Respect copyright and trademark laws, and do not use protected materials without permission.
- Chapters are responsible for maintaining the integrity of Zeta Psi's image in their communities and should avoid any content that could harm the fraternity's reputation.

3. Content Guidelines and Best Practices for Chapters

When posting on behalf of their chapter, members should consider the following best practices:

- Use social media to celebrate chapter accomplishments, share event information, and promote the positive aspects of Zeta Psi brotherhood.
- Avoid disclosing private or confidential information about chapter members or fraternity business without explicit consent.

- Do not engage in public complaints or grievances about the fraternity or chapter. Such matters should be resolved internally through the proper channels, such as the chapter's Regional Education Consultant, the VP Operations or CEO of Zeta Psi Fraternity, or anonymously through [EthicsPoint](#).
- Maintain respectful and professional communication at all times, especially during debates or discussions.
- Do not discuss any details related to Zeta Psi's ritual, legal matters, or ongoing litigation.
- Recognize that Zeta Psi is an international fraternity with chapters across diverse cultural contexts; posts should be sensitive to different cultural norms and values.
- Remember that posts made on social media are permanent records and can still be discovered after being removed/deleted.
- 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.

4. Depiction of Alcohol in Social Media

General Presence of Alcohol in Social Media:

- The presence of alcohol is permitted in a chapter's social media posts, provided that it is portrayed in a manner consistent with all relevant **Zeta Psi Fraternity policies, university regulations**, and applicable **local, state, and federal laws**.

Limitations on Alcohol Depiction:

- Alcohol must not be the central focus of any post or image, and its presence should not dominate the chapter's online presence.

Prohibition in Specific Events:

- Under no circumstances may alcohol be depicted or implied in content related to **recruitment, new member events, or initiation ceremonies**. This prohibition extends to all public and private digital platforms associated with the chapter.

5. Protecting Member Privacy and Safety

Chapters should take precautions to safeguard the privacy of members. Personal information, including but not limited to addresses, phone numbers, or any identifying data, should not be shared publicly without explicit consent. Be mindful of the geotagging of posts, especially when hosting events at personal residences or private venues.

6. Crisis and Emergency Protocols for Chapters

In times of crisis or sensitive situations, chapters should:

- Avoid making any social media posts or comments related to the crisis. All communication should be handled by the fraternity's official channels and authorized personnel.
- Immediately refer any social media activity related to crisis situations to the fraternity's International Headquarters.
- Ensure that no speculative or unofficial information is posted or shared during these times.

7. Collaborations and Partnerships

When collaborating with other organizations on social media, chapters should ensure that the partnership reflects positively on Zeta Psi. Posts made in collaboration should align with the fraternity's core values, and any third-party branding should be used appropriately.

8. Moderation and Enforcement

- Chapters must proactively moderate their own social media platforms to ensure compliance with this policy. Posts or comments that violate these guidelines, particularly those containing inappropriate or discriminatory language, should be removed promptly.
- The determination of whether a post, image, or the chapter's overall online presence violates this policy rests with International Headquarters (IHQ) staff.
- If a violation is determined to have occurred, a member of IHQ staff will request the removal of the offending post (and any subsequent/related posts) and notify the chapter as to why the post needed to be removed.
- Chapters and or individuals that violate these standards may face disciplinary measures as described in the [Rules Enforcement Policy](#) of Zeta Psi.
- Appeals can be directed to the chairman of the **Standards and Accountability Committee**.

9. Reporting Violations

Chapters and members are encouraged to report any violations of this policy, whether on their own platforms or on the platforms of other Zeta Psi chapters, to IHQ staff. Reports will be confidential and handled in a timely manner.