



## ***Social Media Best Practices***

- Nothing on social media is private, once posted it is out there forever, so take the time to consciously think if what is about to be posted on your chapter's page is appropriate and if it shows the chapter in a positive light.
- The chapter's social media account on all platforms should have consistent usernames that make it easy for people to find (include in the bio descriptions university and chapter designations).
- Tag @SigmaPi on social platforms so that your chapter's post can be shared for thousands of others to see
- Content that is **not appropriate** to share under any circumstance are:
  - Use or reference of use of alcohol or drug paraphernalia
    - This includes any alcohol or drugs in the background of photos/videos.
  - Anything about the rituals of Sigma Pi
  - Any references to hazing
  - Anything offensive to a certain race, gender, sexual orientation or cultural background
  - Anything that would shed a negative light on Sigma Pi or the Greek life community at your campus



### ***Facebook***

- Primarily use Facebook to promote any events.
  - Monitor the event page and make sure that everything posted on the wall is appropriate.
- If there are any Facebook groups other than the public chapter page, these groups should be set as “closed” or “secret.” Although these group pages are less public than a normal page, please treat it as a public forum as anyone can screenshot the group and post it elsewhere.



### ***Instagram***

- As the primary social media platform for most, use Instagram to highlight members, service, brotherhood, and any positive event.
- Creating highlights is an excellent way to show audiences, like potential new members, what the chapter is up to throughout the year.
- Photos should be of good quality, including appropriate content (i.e. no alcohol in the background) and high picture quality.



### ***Twitter***

- Be mindful and refrain from retweeting content that includes photos or text content that shows the use of alcohol, drug use, or uses any profanity, as it will reflect poorly on your chapter and Sigma Pi as a whole.



### ***Snapchat***

- Remember that although most content expires on Snapchat, your content can still be screen recorded or screenshotted.
- Keep snaps respectable and appropriate and continue to follow general guidelines.



### ***TikTok***

- With this new social platform, continue to post appropriate content.
- Do not create videos that put anyone in a risky or harmful environment.