



**Alpha Rho Alumni Chapter
Social Media Policy**

ARTICLE I NAME AND PURPOSE

Section 1: Name

The name of this policy shall be the Social Media Policy.

Section 2: Purpose

The purpose of this policy shall be to create a set of policies and procedures to help govern and guide the internet and social media presence of the Alpha Rho Alumni Chapter of Pi Kappa Phi (APAC).

ARTICLE II GOVERNANCE

Section 1: Governance

This policy shall be enforced by the Vice President - Chief Information Officer (CIO)

- i. All content is subject to CIO review and approval.
- ii. The CIO shall be supported by and have authority over social media delegates.
- iii. Social media delegates shall be appointed by the CIO.

ARTICLE III ACCESS AND SECURITY

Section 1: Online Access

The following shall have access to all aspects of APAC's online presence, including, but not limited to, usernames and passwords. Administrative authority shall be limited to the following.

- i. APAC CIO
- ii. APAC President
- iii. APAC Secretary
- iv. Social Media Delegates

Section 2: Security

Proper procedures shall be followed to ensure secure, limited access is provided for all APAC online activity. The following policies shall be followed regarding online security.

- i. Passwords shall be reset when any member with access becomes ineligible to be an APAC member, or at the request of the CIO.
- ii. Online access shall not be shared with anyone without the express consent of the CIO
- iii. The CIO shall be made aware of any breach or lapse of online security.

ARTICLE III CONTENT

Section 1: Authority

The CIO shall have final authority over all online content presented on behalf of the APAC.

Section 2: Content

All attempts should be made to ensure the APAC and Pi Kappa Phi are cast in a positive image. Content shall not:

- i. Cast the fraternity or APAC in a negative light.
- ii. Use derogatory or hateful language.
- iii. Objectify women.
- iv. Reference alcohol, drinking or drugs.
- v. Reference or promote hazing or negative behavior towards pre-initiates.
- vi. Reference anything associated with the Ritual of Initiation or related materials.
- vii. Include any copyrighted or trademarked material without permission.

Section 3: National Guidelines

The National Social Media and Website Guidelines will supersede any APAC policy where there is a conflict. National guidelines will govern in areas where they are more specific. National guidelines are available at www.pikapp.org under the resources library, or by contacting the national chapter directly.