INTRODUCTION

Sorors increasingly are using social media channels to communicate with each other and for a variety of other purposes. More and more sorors are using the Sorority’s name and other property in their exchanges and are doing so in some instances in ways that infringe on the Sorority’s rights and harm its interests.

This presentation is for the express purpose of protecting the interests of Delta Sigma Theta Sorority, Incorporated (“Delta”). Unless a particular guideline expressly and specifically relates to chapters and regions, the guidelines apply with equal force to the activities of individual sorors.

Before a soror (whether operating individually or as part of a chapter, region or other group) creates a profile, group, or page that relates to the Sorority, she should review this presentation.
ALWAYS REMEMBER

• Delta is the exclusive owner of all intellectual property associated with it or used to denote it, including its name (and any derivatives of its name), logos, and symbols (collectively “Marks”).
• No individual soror is authorized to use such property for any commercial purpose (i.e., to make money from using the property or to promote other causes), or to authorize any third party to use Delta’s Marks for any purpose.
• Sorors also are prohibited from using Delta’s Marks in a manner that would defame Delta or otherwise damage its reputation and goodwill.
GUIDELINES

To enhance Delta’s mission and enable sorors to publicize events that promote local chapter activities or regional activities (including posting photographs or videos of public Delta programs), Delta authorizes sorors to use Delta’s Marks (except the Sorority’s crest and the Torch of Wisdom) in using social media channels, so long as they do so within the constraints of these guidelines and the Delta Internet Guidelines, which are incorporated herein by reference.
Naming Pages, Groups, and Sites

When a chapter or region creates a social media site, the name of the site and/or pages must reflect the name of the chapter or region (e.g., ___Chapter, Delta Sigma Theta Sorority, Inc.” or “Region, Delta Sigma Theta Sorority, Inc.”). Any such site can be used only for chapter or regional activities.
Exercise Control in Promoting Sorority Events

• Chapters and regions may promote public Delta programs on social media sites (such as Facebook fan pages or Twitter), provided that the president of the chapter or director of the region that is responsible for the event to be advertised has approved the planned promotion.

• If the social media site allows guests to post content (such as comments on a Facebook wall), the president of the chapter or director of the region must assign an individual soror responsibility for monitoring the site and removing any inappropriate content.

• Rush activities may not be included on social media sites.
Exercise Control in Promoting Sorority Events

• There shall be no online promotion or discussion of private ceremonies or events.
• Chapters or regions promoting any events where alcoholic beverages will be served must follow established policy regarding the serving of alcoholic beverages at events sponsored by Delta.
• Only national officers or staff at National Headquarters may advertise national events (such as National Conventions and Delta Days at the Nation’s Capital).
• A social media outlet operated by a chapter or region may provide links to a national event.
• No individual may advertise any Sorority event or activity. (UNDER REVIEW)
Tagging Sorors and Non Sorors

Before “tagging” or identifying any soror or other person in photographs or videos, seek approval of the person to be “tagged” of identified. Youth who are captured in a photograph or video shall not be identified. See Risk Management Manual for guidelines on posting photographs of youth.
Use Good Judgment

• Before tweeting, blogging or posting on social media sites, carefully consider whether a post would be an appropriate representation of individual sorors and/or Delta.

• Use good judgment and ensure that your use of social media postings always reflect the highest standards of conduct and portray any individual soror (including yourself) and Delta in a positive light.

• Ensure that you adhere to all Delta policies, including the Code of Conduct, Protocol and Traditions Manual, and the Delta Internet Guidelines.
Use a Disclaimer

In using any form of social media in which Delta is mentioned or its Marks are used, the user must identify herself and **shall always** use a disclaimer such as the following: “**The postings on this site (or the views expressed) are mine alone and do not represent the views of Delta, its management, its leadership, or any of its individual members.**” (Note: If the posting is in the name of a chapter or region, the disclaimer must be modified accordingly).
Protect Delta’s Confidential and Proprietary Information

• Always be mindful that the security of social media sites may be low, and non-sorors may have access to posted content that you believe is limited to a group of Deltas.
• Delta’s confidential or proprietary information shall not be posted or shared online.
• Do not post private or personal information about other sorors, such as addresses, telephone numbers, membership number, or other identifying information.
• Comments regarding allegations that a soror has engaged in illegal, unsafe, or Code of Conduct violations should be sent to the Scholarship and Standards Committee and not discussed on the social media sites.
Use Discretion in Posting Photographs and Videos

• Ensure that photographs and videos that are posted online reflect well on individual sorors and Delta.
• Do not post photographs or videos of any individuals (sorors or non-sorors) engaging in unacceptable behaviors or who are scantily clad.
• Under no circumstances may photographs or videos of Delta’s private ceremonies and events be posted.
• Chapters must obtain authorization from parents to photograph youth and to use the photograph for chapter-related activities, including posting on a social media site that discusses chapter activities. Parental authorization should be very explicit. See Risk Management Manual for guidelines on posting photographs of youth and for the parental authorization requirements.
Do not Misuse Delta’s Intellectual Property

• Delta has sole authority to decide how its Marks may be used.
• No soror may use any Delta Mark in a manner inconsistent with these guidelines.
• Specifically, posting graphic images of Delta’s Marks as one’s avatar, icon or wallpaper, or for any other personal reason is prohibited.

Note: Delta does authorize the limited use of its Marks (except the Sorority’s crest and the Torch of Wisdom) in personal photographs or videos that individual sorors may wish to post on social media sites (such as photographs of sorors wearing Delta paraphernalia) so long as all such photographs or videos are for non-commercial purposes and are in good taste. *If in doubt, leave it out!*
Respect Third Party Intellectual Property Rights

• Respect all copyrights and other intellectual property rights of third parties.
• Do not post logos, symbols or copyrighted materials owned by third parties in any posting that is in any way linked to or associated with Delta, without the third party property owner’s approval.
• It is the responsibility of the soror who decides to engage in social computing to become familiar with and respect the copyright and trademark fair use rules and to observe other rules of social computing.
Protect Third Parties’ Confidential and Private Info

On any social media site that could be associated with Delta, even tangentially, through the use of Delta’s Marks, the user must honor the confidentiality and privacy rights of other individuals, including other sorors, contractors, vendors, affiliates, or business partners and must seek their permission before writing about or displaying sensitive information that might be considered to be a breach of the third party’s privacy and/or confidentiality. This includes information about internal chapter happenings or information about other fraternal organizations.
Respect Your Fellow Human Beings

Sorors are prohibited from making (or forwarding) disparaging comments about any individual, including members of other fraternal organizations; from using personal insults or racial or ethnic slurs about any individual, including members of any fraternal group; and from engaging in bawdy humor on any social media site which could be associated with Delta, even tangentially, through the use of Delta’s Marks.
Exercise Control in Establishing Social Media Groups

Chapters may create social media groups for chapter members only relating to Delta to use in networking and communicating with other sorors, so long as all groups are invitation-only and the group organizer has verified (by consulting with the chapter president, treasurer, or financial secretary) that anyone joining is a Delta soror in good standing, and so long as all groups are private and limit their access and content to sorors only.
Adhere to Delta’s Code of Conduct

- Delta’s Code of Conduct is applicable to online as well as offline activities.
- Violation of the Code may form the basis for disciplinary action.
- Congress and states are codifying laws regularly that criminalize or penalize certain online conduct and communications.
- Being sanctioned pursuant to Delta’s Code of Conduct will not protect an individual from being punished under applicable state or Federal laws for engaging in conduct online that is illegal.
Inquiries?

Delta expressly disclaims any liability resulting from a soror’s use of social media channels (whether the soror operates individually or as part of a chapter, region or other group), including liability for any illegal use of any third party’s intellectual property, even if such use is on a social media site operated by a chapter or region.

Please direct any inquiries regarding social media use to Nicole Lenon, Delta’s Intellectual Property Specialist.
SUCCESS AND SOCIAL MEDIA

Congratulations!

You have just completed the “Success and Social Media” workshop.