THE
DELTA INTERNET GUIDELINES
ΔΣΘ

Delta Sigma Theta Sorority, Incorporated
UPDATE SUMMARY

I. Changes made throughout
   A. Changed restricted area to members only area for consistency
   B. Added contact emails for National Headquarters, Program Planning and Development, and National Finance as appropriate
   C. Removed numbers from Best Practices and Examples

II. Changes by section
   A. Password Management
      1. Added language to clarify how to establish document passwords
   B. NEW SECTION: Sorority Crest Usage
   C. Compliant Websites
      1. Incorporated guidance allowing the Sorority crest on regional and chapter websites
      2. Updated guidance for events listed on a public calendar of events
      3. Updated guidance for event contact information
   D. Email Communication
      1. Updated guidance for chapter officer and committee email addresses
   E. Group Messaging
      1. Clarified which messages require presidential approval
      2. Added committee chair to the list of recommended group managers
   F. Social Media Guidelines
      1. Regional and Chapter Social Media Accounts
         (1) Incorporated guidance allowing the Sorority crest for event promotion on social media
      2. Sorority Members/Sorors and Social Media
         (1) Incorporated guidance outlining appropriate and inappropriate use of the Sorority crest
   G. Merchant Accounts
      1. Added language noting that the National Finance Committee is the contact for guidance in the section.
      2. Updated guidance regarding passing on transaction fees to consumers
   H. NEW SECTION: Electronic Voting
   I. NEW SECTION: Frequently Asked Questions
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</tr>
</tbody>
</table>
# Table of Contents

Update Summary ................................................................................................................................................................. ii
Revision History ................................................................................................................................................................. iii
Introduction .......................................................................................................................................................................... 1

1. Password Management ...................................................................................................................................................... 2
2. Sorority Crest Usage ......................................................................................................................................................... 3
3. Compliant Websites ........................................................................................................................................................... 4
   3.1 National Website ....................................................................................................................................................... 4
   3.1 Regional/Chapter Websites ...................................................................................................................................... 4
   Topic 1: Required Information ....................................................................................................................................... 5
   Topic 2: Allowed Information ....................................................................................................................................... 5
   Topic 3: Banned Information ......................................................................................................................................... 10
   Topic 4: Chapter Website Review .................................................................................................................................. 12
   Topic 5: National/Regional Technology Audit ........................................................................................................... 13

4. Email Communication ......................................................................................................................................................... 14
   4.1 Email Overview ......................................................................................................................................................... 14
   4.2 Chapter Email Accounts ........................................................................................................................................... 15

5. Group Messaging ............................................................................................................................................................... 16
   Topic 1: Group Messaging Overview .......................................................................................................................... 16
   Topic 2: Management of Group Messaging Service ................................................................................................... 17

6. Social Media Guidelines ..................................................................................................................................................... 18
   6.1 Social Media Overview ........................................................................................................................................... 18
   6.2 Regional & Chapter Social Media Accounts .......................................................................................................... 18
     Topic 1: Account Profiles ........................................................................................................................................... 21
     Topic 2: Social Media Management ............................................................................................................................. 23
   6.3 Sorority Members/Sorors & Social Media .............................................................................................................. 25

7. Document Retention & Protection ................................................................................................................................ 28
   7.1 Document Retention ................................................................................................................................................... 28
     Topic 1: Retention Timeframe ..................................................................................................................................... 29
   7.2 Document Protection ................................................................................................................................................... 31

8. Cloud File Storage Services .............................................................................................................................................. 32
   Topic 1: Recommended Service Features ..................................................................................................................... 32
   Topic 2: Regional and Chapter Guidelines ..................................................................................................................... 32

9. Merchant Accounts ............................................................................................................................................................ 33
   9.1 Merchant Accounts Overview .................................................................................................................................. 33
9.2 - Online Payment Business Accounts

Topic 1: Approval & Accountability

Topic 2: Online Payment Fees

Topic 3: Account Access

Topic 1: Account Settings

Topic 2: Event Settings

9.4 - Crowdfunding

10 - Electronic Voting

11 - Mobile Applications (Apps)

11.1 - App Overview

11.2 - Considerations

Topic 1: App Development Resources

Topic 2: App Content and App Store Metadata

12 - Summary

13 - Frequently Asked Questions

14 - Appendices

14.1 - Trademarks and Service Marks
INTRODUCTION

The Internet provides an excellent opportunity to leverage technology to inform sorors and the public of Delta activities throughout the world. Technology that is well-planned and implemented successfully helps regions and chapters operate more efficiently, effectively, and increase visibility.

This document outlines Delta’s guidelines pertaining to various aspects of the Internet and Internet-based tools and services to include websites, email, social media, applications (commonly called “apps”), cloud file storage services, and the use of merchant accounts. Guidelines and best practices presented in one section of this document may also apply to another area, so be sure to read and understand this document in its entirety.

These guidelines have been prepared in the interest of:

- Protecting Delta Sigma Theta Sorority, Incorporated and minimizing potential legal liability.
- Providing a framework for regions, chapters, and individual sorors to communicate via the Internet.
- Assisting the organization in efficient and effective operation.

Delta has intellectual property interests in its symbols, ceremonies, and other materials that need protection from legal risks. Therefore, accurate, complete, and current information is critical to legal protection. Ensure that you adhere to all of the Sorority’s policies. This includes the Code of Conduct, Protocol and Traditions Manual, and the Delta Internet Guidelines as provided for in this document.

Except where specifically noted, the products and services listed in the Delta Internet Guidelines are presented as examples of tools regions and chapters may use for day-to-day operations. Regions and chapters should use these examples as a baseline for exploring similar tools and services that best suit their needs. In addition to the desired outcome or problem to be solved, keep the region’s/chapter’s budget in mind.

The Delta Internet Guidelines is maintained by the National Technology Committee and has been approved by the National Executive Board.

Delta Internet Guidelines-related questions, requests for clarification, or suggestions for Delta Internet Guidelines updates should be sent to the National Technology Committee at technology@deltasigmatheta.org.

Send questions about use of the Sorority’s trademarks or other branding questions to National Headquarters at dstemail@deltasigmatheta.org.

Questions about online payment policies should be directed to the National Finance Committee at FinanceCommittee@deltasigmatheta.org.
1 - **Password Management**

Regions and chapters utilize a multitude of Internet passwords. With the rise of cybercrime, it is increasingly important to maintain both strong and confidential passwords. The following section includes guidelines to manage regional and chapter passwords.

- **Chapter Passwords to Members Only Area:** If a single-user ID and password are issued for the entire chapter membership to access members only areas of the chapter website, the passwords must be changed each fiscal year (i.e., dues cycle).

- **Individual User Accounts and Passwords to Members Only Area:** If individual accounts (unique user IDs and passwords) are established for each chapter member to access members only areas of the chapter website, individual accounts should be added/deleted on a monthly basis to reflect the financial secretary’s records. The passwords for individual accounts should be changed once a year.

- **Officer Passwords:** Passwords and administrative privileges must be changed during the officer transition period or whenever a chapter/regional officer can no longer fulfill her duties.

- **Account Passwords:** Accounts to online services (e.g., cloud storage, websites, merchant accounts) should be registered with the chapter email account established for the officer/committee chair responsible. Account information must be passed on during the transition period and passwords must also be changed during that time or whenever the responsible party can no longer fulfill her duties.

- **Document Passwords:** A series of passwords for encrypted documents must be created each fiscal year (i.e., dues cycle). Every document type should have a separate password naming convention. The chapter’s technology committee in conjunction with the chapter president and any other parties involved should collaborate to create a password naming convention and include them in the chapter’s policies and procedures.

- **Password Storage:** Regions and chapters may create a spreadsheet or Word document or use a password management app to store all chapter account passwords. Password-protected documents may be stored on a USB drive along with other chapter documents. Use caution when writing passwords. Do not list the name of the website or URL associated with the password. Instead:
  - Write the password without listing what the password belongs to.
  - Use a non-obvious word or phrase that will remind the soror of the account.

- **Password Manager(s):** Recommended Password Managers include:
  - Regional Director/Chapter President
  - Technology Chair
  - Webmaster
  - Treasurer
  - Financial Secretary
  - Advisor (Collegiate chapters)
**Password Standards:** To meet Sorority security standards, passwords should have the following:

- Be at least eight characters long
- Include at least one numeric character (0-9)
- Include at least one uppercase alpha character (A, B, C, D, ...)
- Include at least one lowercase alpha character (a, b, c, d, ...)
- Include at least one special character, if allowed by the website (*, &, $, @)
- Avoid using common words and/or phrases in a way that may easily be guessed. For example, use F0rt!tud# instead of Fortitude.

**Best Practice: Creating Strong Passwords**

- Create a unique acronym for a sentence or phrase you like.
- There are several websites available that will generate strong passwords for you. Search the Internet for “strong password generator” for additional resources.

**Best Practice: Password-Protecting Documents**

- Create a backup copy of the file, without a password, in the event the password is forgotten or misplaced.
- When password-protecting documents, select a different password/password naming convention for each type of document.
- For additional information, visit Microsoft Office Support or Adobe Acrobat Support and search for "password protection."

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**2 - Sorority Crest Usage**

National Headquarters has full discretion regarding when and where to use the official Sorority crest. The crest MAY be used on official Delta Sigma Theta Sorority, Incorporated websites, inclusive of national, regional and local chapter websites.

- Sharing of any official Delta social media posts with the crest is acceptable.
- Photographs of sorors wearing/displaying the crest in good taste are acceptable on social media.

Regions and chapters may use the crest while promoting the following types of events:

- Fundraising Events
- Community Service Events
- Five-Point Programmatic Thrust Events
- Public Service Events
- Founders Day Events

The crest MAY NOT be used as a personal profile picture, banner, cover photo or as a personal stand-alone image in a video or slideshow.
The crest SHOULD NOT be used on personal social media event advertising, including but not limited to:

- Weddings
- Parties of any kind (birthday, holiday, fundraising, etc.)
- Delta Line Anniversaries
- Personal Anniversaries

**DEFINITION OF PERSONAL USE:** An activity that benefits you as an individual or is for some benefit you receive.

Send questions about use of the Sorority’s trademarks or other branding questions to National Headquarters at dstemail@deltasigmatheta.org.

### 3 - COMPLIANT WEBSITES

#### 3.1 NATIONAL WEBSITE

All information on the national website is reviewed and approved by the National President. The national website is the sole source of the following topics as they appear on the website.

- Membership demographics
- Membership information
- The sale of Delta publications/artifacts
- How to become a member

Regions, chapters, and sorors with websites are permitted to link to the national website for this information.

#### 3.1 REGIONAL/CHAPTER WEBSITES

The information contained in this section applies to all websites owned by a region or chapter of Delta Sigma Theta Sorority, Incorporated. This includes the primary website and any secondary websites made for special occasions.

- A regional or chapter designee should secure the domain name for the website instead of using a second party. This ensures that regions/chapters can control the domain name and content.

- All information on the regional/chapter website must be reviewed and approved by the regional director/chapter president. The regional director/chapter president will be held responsible for the content of their respective website. This includes keeping the website updated and checking links often to ensure they are current.

- Regions and chapters are not required to have a website. However, if a region or chapter chooses to have a website, it must comply with the most current version of the Delta Internet Guidelines.
Topic 1: Required Information

Regional/chapter websites are required to include all of the items contained in this section as appropriate. The website will be deemed out of compliance if any items have not been included.

- **Disclaimer Statement:** Websites must contain the following statement, verbatim.

  This website is the sole property and responsibility of the [YOUR REGION OR CHAPTER NAME HERE] of Delta Sigma Theta Sorority, Incorporated.

- **Contact Information:** Websites must contain contact information such as mailing address, email address (either the chapter’s email address or a regional/chapter officer email address), and/or phone number. This information should appear on either the main page and/or contact page of the website.

  **Example 1: Contact Information**

  Deltaland Alumnae Chapter  
  Delta Sigma Theta Sorority, Incorporated  
  PO BOX 100  
  Washington, DC 20009  
  Email: deltas@deltalandalumnae.org

- **Links to the National Website & Regional Website:** Websites must contain a link to both the national website and respective regional website. The links must be provided using one of the following statements, verbatim:

  For more information, visit our national website at [YOUR REGION] Region’s website at [REGION’S WEBSITE ADDRESS].

- **Current Officers:** Websites may include the names of current officers and their position. Email addresses assigned to officers may also be included on websites. See the Chapter Email Accounts section for additional information and examples. The personal mailing addresses, email addresses, and/or phone numbers of current officers may not be included on chapter websites.

Topic 2: Allowed Information

Regional and chapter websites may include, but are not required to include, the items contained in this section as appropriate.

- **Sorority Crest:** The crest may be used on official Delta Sigma Theta websites, inclusive of the national, regional and local chapter websites.
• **Sorority History:** The following statement regarding Sorority history may appear on chapter websites, verbatim:

Delta Sigma Theta Sorority, Incorporated is a nonprofit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world.

Founded on January 13, 1913, by twenty-two collegiate women at Howard University, the Sorority is currently a sisterhood of more than 200,000 predominately Black college-educated women.

This includes 1,000 collegiate and alumnae chapters located in the United States, Canada, England, Japan (Tokyo and Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, and the Republic of Korea.

The major programs of the Sorority are based upon the organization’s Five-Point Programmatic Thrust:

- Economic Development
- Educational Development
- International Awareness and Involvement
- Physical and Mental Health
- Political Awareness and Involvement

For more information, visit our national website at www.deltasigmatheta.org.

• **Founders:** Regional and chapter websites may include the official picture of the Founders and their names. However, additional information would be considered history, and is only be provided on the national website.

• **Chapter History:** Chapter websites may include the chartering date of the chapter, charter members, the location of the chartered chapter, or any significant historical information about the chapter that is newsworthy.

*Charter members are not referred to as Founders.*
● **Significant Information:** Chapter websites may contain the name and year of awards, stellar programs, outstanding recognition for service, press releases, and news articles about the chapter.

● **Profiles of Chapter Officers:** Professional profiles, including information such as professional affiliations and memberships for chapter officers, may appear on the chapter website. Personal information such as dates of birth may not be included.

● **National and Regional Leadership:** Websites may contain general information pertaining to past or current national and regional leaders (those who held or currently hold elected or appointed national or regional offices and positions) who are currently affiliated with the chapter. This includes listing the names of the sorors and:

  ● The years in which they served in the position
  ● Initiating chapter
  ● Current chapter affiliations
  ● Photograph

  *A link to the national website must be provided for the entire list of Past National Presidents.*

● **Chapter Leadership:** Chapter websites may contain general information pertaining to current chapter leadership and past chapter presidents. This includes listing the names of the sorors and:

  ● The years in which they served in the position
  ● Initiating chapter
  ● Current chapter affiliations
  ● Major accomplishments
  ● Photograph

● **Sorority Public Motto:** The Sorority’s public motto may appear on the chapter website.

● **Calendar of Events:** A calendar of events may appear on the chapter website. Collegiate chapters may also post events on the website of their respective university. The calendar may include dates for:

  ● Public chapter events
  ● Public community outreach events
  ● Fundraisers
  ● Chapter meetings
  ● Reclamation events
  ● Rush dates and/or flyers may be included after being approved by the regional director.

  *Youth Initiative activities that are open to the public may be included in the public Calendar of Events on the chapter website. Closed Youth Initiative events and activities should be placed in the members only area of a chapter’s website to protect our youth participants. See the Risk Management Manual or contact the National Program Planning and Development Committee at ppd@deltasigmatheta.org for additional guidance.*
• **Event Contact Information**: The names and chapter email address for the officer or committee responsible for a chapter event or fundraiser, or the chapter’s general email address, must be listed.

**Best Practice: Event Contact Information**

- ✔ Use the chapter’s mailing address.
- ✔ Create email accounts specifically for events, committees, or public communication, such as:
  - chapterstepshow@deltalandalumnae.org
  - communityservice@deltalandalumnae.org
  - chipsidelta_programs@gmail.com

- **Links to University Website or Greek Life Page**: Collegiate chapters may link to their school’s home page and/or the Greek life page located on their school’s website.

- **Photographs**: Chapter websites may include various photographs depicting sorors participating in chapter activities, public service events, or photographs directly related to the chapter.

  *Reference the Risk Management Manual for guidelines on posting photographs of youth.*

- **Links to personal, fraternal, or nonprofit websites**: Links to fraternal or non-fraternal organizations that co-sponsor a public chapter event, contained on the Calendar of Events, may appear on the chapter website. The link must be removed after the event has ended.

- **Links to the National Pan-Hellenic Council**: Chapter websites may include links to the National Pan-Hellenic Council (NPHC) website. Links to local NPHC chapter public events contained on the Calendar of Events may appear on the chapter website. The link must be removed after the event has ended.

- **Links to business websites**: Chapters may link to business websites to thank them for their support of chapter events or programs. The link must be removed at the close of the fiscal year. Chapter websites may also include a business directory to assist those who wish to support local businesses. However, the following disclaimer statement must be used, verbatim.

  *The [YOUR CHAPTER NAME HERE] Chapter of Delta Sigma Theta Sorority, Incorporated provides this business listing as a resource and does not necessarily endorse any of the businesses listed in this directory.*

**Example: Nonprofit/Business Link Scenarios**

- ✔ Chi Psi Delta Chapter co-sponsors a health fair with the Boys and Girls Club.
- ✔ Deltaland Alumnae Chapter schedules a community service event at Harvesters.
- ✔ Deltaland Alumnae Chapter hosts a charity auction with the proceeds benefiting a local women’s shelter.
Deltaland Alumnae and Chi Psi Delta Chapters co-sponsor a legal forum with a local section of NCNW, a state legislator, and a local chapter of Alpha Kappa Alpha Sorority, Incorporated.

- **Online Sales:** Chapters may offer the following items for sale through a chapter website:
  - Event registration
  - Ticket sales
  - Fundraising donations
  - Other chapter-specific activities requiring payment, with the exception of Sorority items.

  Payment links for public events and/or merchandise must appear in the public section of the chapter website. The payment link or notice of online sale may also be posted on the chapter’s social media pages, sent via email, or sent via text message.

  Payment links for internal chapter sales, including payment of membership dues, must be placed in the members only area of a chapter website and may not be posted to any social media.

- **Members Only Area and/or Documents:** Websites may include a members only area and/or password-protected documents.

  This area, including any items hosted within, must not be accessible to individuals who are not members of the chapter. However, login credentials should be made available to National/Regional Technology Committee members upon request to facilitate the website audit process.

  Login credentials for the members only area can either be one user ID and password for the entire chapter or unique user IDs and passwords for each member. Refer to the Password Management section for additional information. A chapter member must maintain the members only area content.

  The following information must be placed in a members only area or in a password-protected document:
  - Internal and Delta-Only events
  - Payment links to internal events/items, including membership dues
  - Chapter Documents: chapter meeting minutes, chapter policies and procedures, committee reports, and agenda.

  The following information must be placed in a members only area and be password-protected:
  - Chapter treasurer reports, to include budgets
  - Financial secretary reports
  - Membership directory and/or roster.

  **Chapter rosters/directories are for chapter internal use only. Any other use is strictly prohibited and subject to sanctions as defined in Code of Conduct Section 3.C.**
Best Practice: Password-Protecting Documents

- Create a backup copy of the file, without a password, in the event the password is forgotten or misplaced.
- When password-protecting documents, select a different password/password naming convention for each type of document.
- For additional information, visit Microsoft Office Support or Adobe Acrobat Support and search for "password protection."

Topic 3: Banned Information

The following items may not appear on any website or social media network in written, audio, video, or image form. All of the information listed below is privileged Delta information and should not be shared with non-members without the permission of Grand Chapter.

- **The Torch of Wisdom:** The official Torch of Wisdom may not be displayed on websites to prevent its inappropriate use.

- **Secrets, Passwords, Signs, and Grips:** Secrets, passwords, signs, and grips can only be transmitted by word of mouth from one Delta to another.

  *The Sorority’s secret motto can never be written and should only be communicated orally in a closed (members/sorors-only) setting. Therefore, it may not be displayed on websites.*

- **Delta Oath:** The Delta Oath is only given to women who have been duly initiated into Delta Sigma Theta Sorority, Inc. Therefore, it may not be displayed on websites.

- **Official Delta Songs:** The following official Sorority songs may not appear on websites in any form (e.g., streaming, audio, text, etc.):
  - Delta Mizpah
  - Delta Sigma Theta National Hymn
  - Delta Prayer
  - Beta Hymn
  - Delta Sweetheart Song*
  - Pyramid Hymn

*The Delta Sweetheart Song may not appear on websites in written or audio-only form. It is sung publicly at events of distinction. Therefore, video recording and live streaming are permissible.*

- **Ceremonies, Formal Openings, Membership Intake Activities:** Ceremonies, formal openings, and membership intake activities are closed Delta assemblies; therefore, these events may not be shared with non-members, on the Internet, or through social media networks.

  - Photos may be taken of sorors who are in robes but are not actively participating in a ceremony or a part of the dais. The photos may not be shared online.
  - Membership Intake activities are intended only for Deltas and Pyramids. *Photographs and/or depictions of ceremonies or the ceremonial table are not allowed.*
• **Membership Information:** Information pertaining to gaining membership into the Sorority may not appear on websites in any form. This includes:
  - Narratives or suggestions for seeking membership
  - Chatrooms, bulletin boards, guest books, and quizzes targeted toward prospective members
  - Initiation Fee information

  *Grand Chapter is the sole source of information pertaining to membership. Therefore, chapter websites should direct prospective applicants to the national website.*

• **Chapter Membership Information:** Past chapter membership information may not appear on websites. This includes:
  - Past Chapter Lines or “Lineage”
  - Names for entire lines/ships
  - Birth names, legal names, or line names of members initiated into a chapter during a specific year.

  **Example: Past Chapter Line Information**

  **Spring 2017 - Divas of DiSTinction**
  Katherine Adams – "Dr. Crimson"
  Imani Hampton – "ConDEUCEive"
  Cherie Mayberry – "A.S.K."
  Janice Miller – "Metamor4sis"
  Ashlee Thompson – "T.O.P. Model"

• **Copyrighted Material or Illegal Material:** Websites may not include copyrighted or illegal material. This includes works of art, music, and video.

• **Political Endorsements:** Chapters are prohibited from directly or indirectly participating in or intervening in any political campaign on behalf of or in opposition to any candidate for elective public office. The Sorority is nonpartisan.

• **Photographs in poor taste:** This includes, but is not limited to:
  - Scantily dressed persons,
  - Provocative poses,
  - Pictures of a sexual nature,
  - Pictures of persons displaying hand signs or wearing the paraphernalia of an organization to which they do not belong,
  - Photos of persons in positions or situations that may cause embarrassment to the person, chapter, or Sorority.

• **Relationships with other Greek-letter Organizations:** Chapter websites may not include any material that implies a sibling relationship between Delta Sigma Theta Sorority, Inc. and any other Greek-letter organization.
• **Advertisements:** Chapters may not monetize their website. This includes affiliate advertising programs, pay per click, pay per impression, and pay per sale. Chapters are discouraged from using free web hosting services that provide automatic advertising on websites.

• **Online auctions:** Chapters may not use services or platforms that allow participants to bid on products or services via the Internet.

• **Sale of Official Sorority Items:** The sale of official Sorority items is prohibited on websites and on social media. This includes, but is not limited to, the following items:
  - Convention or conference registration
  - Sorority *Ritual*
  - Administrative handbooks or documents
  - Sorority pins
  - Pyramid pins
  - Membership Intake documents and materials

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**Topic 4: Chapter Website Review**

Chapters should have one primary website. It is the responsibility of the chapter president or her designee to review the chapter’s website at least quarterly. The review should include a technical and content audit, and should be conducted by a member of one of the following committees: website, communication, public relations, technology and/or a chapter officer. Any updates or changes should be communicated to the chapter webmaster following each review. Additionally, in order to maintain a consistent online presence, chapters should search the Internet regularly to locate any legacy websites. Any such websites (i.e., created during a prior administration) used to represent the chapter should be taken down immediately.

• **Technical Audit:**
  - All links to email addresses, website addresses, images, and documents are functional (no broken links).
  - Images are visually displayed properly (e.g., photos are not distorted or misshapen, references to the image files are correct, etc.)
  - Videos play properly
  - Ease of navigation
  - Website design is consistent
  - Consistent look-and-feel in all browsers
  - Website is ADA Compliant at Level A compliance or higher. [WebAIM](https://webaim.org), [PaperStreet Web Design](https://www.papertstreet.com), and others provide free checklists or training resources to assist with implementation. The full Web Content Accessibility Guidelines (WCAG) 2.0 are available on the [World Wide Web Consortium (W3C) website](https://www.w3.org).

The Web Content Accessibility Guidelines (WCAG) 2.0 covers a wide range of recommendations for making Web content more accessible. Following these guidelines will make content accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of
these. Following these guidelines will also make your web content more usable to everyone.

- **Content Audit:**
  - Remove or archive past-dated items
  - Remove duplicate content
  - Ensure content supports the values and ideals of the organization
  - Make sure contact information for the Executive Board is accurate and current.
  - Make sure photos and associated captions of Youth Initiative participants follow the guidelines in the Risk Management Manual (e.g., media release consent).
  - Verify internal Sorority business documents (e.g., chapter minutes, reports, budgets, other internal documents) are kept in a secure, password-protected portion of the website.
  - Create a [sitemap](#) to tell web crawlers how to crawl content.
  - Ensure that files and documents that are password-protected and/or only intended for sorors/members do not appear in search results.
    - [How to Remove Information from Google](#)
    - [How to Remove Information from Bing](#)
    - [Create a Robots.txt file](#) to control which files and/or directories a search engine crawler is permitted to visit.
  - Verify no personal contact information about members has been published publicly without consent.
  - Verify the content is consistent with the Delta Style Guide.
  - Verify the content remains compliant with the most current version of the Delta Internet Guidelines.
  - Ensure unofficial symbols are not used in conjunction with official Sorority symbols and/or trademarks.

  *The elephant and the duck are not official symbols of Delta Sigma Theta Sorority, Inc.*

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**Topic 5: National/Regional Technology Audit**

On occasion, chapter websites will be reviewed by the National or Regional Technology Committee to ensure adherence to these Delta Internet Guidelines. If the chapter website has a password-protected section, login credentials should be supplied to the National or Regional Technology Committee upon request.

Chapters failing to comply with these guidelines will be asked to correct the website or take it down until such time as it can be corrected.

Items found to be either out of compliance with the Delta Internet Guidelines or in conflict with other Sorority documents will be reported to the chapter president with a specific timeline outlined for suggested and/or required changes. If required changes are not resolved by the specified timeframe, the issues will be escalated to the appropriate National/Regional Officer for resolution and potential disciplinary actions.

Questions or clarification requests should be forwarded to the National Technology Committee at technology@deltasigmatheta.org.
4 - EMAIL COMMUNICATION

4.1 - EMAIL OVERVIEW

The information contained in this section pertains to all email communications exchanged by sorors while conducting the business of Delta Sigma Theta Sorority, Inc.

- Confidential information should not be sent in an electronic message.
- Sorority members should use a personal email account to receive Sorority information instead of their professional/work email address. This personal email account should not be a shared account (e.g., MinorFamily@gmail.com). Chapters can refuse to add work emails to chapter distribution lists.
- Chapters may create an email distribution list using email marketing services (e.g., Constant Contact, MailChimp, Benchmark) or list-serve (e.g., Google Groups or YahooGroups) for internal chapter communication.
- Chapters may also create an email distribution list using email marketing services or list-serves for mass notification and event promotion or to distribute electronic flyers to the community. Instructions for how to join and/or sign up forms for these lists must be publicly available, easy to find, and clearly labeled on the chapter’s website, social media platforms, or event sign-in sheets as appropriate. No secret groups may be created. Consider asking a limited number of additional questions to help segment the list for targeted messaging.

Example: Targeted Questions to Segment Distribution Lists

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male / Female / Prefer not to say</td>
</tr>
<tr>
<td>Soror of Delta Sigma Theta?</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Currently a member of a chapter?</td>
<td>Yes / No</td>
</tr>
</tbody>
</table>

- Although documents may be stored using a cloud file storage service (e.g., Dropbox or Google Drive), this may not be feasible for sending documents to recipients who are not members of the chapter or who do not also use these services. Email is an appropriate means to send documents between chapters, National Headquarters, National Officers, Regional Officers, or to partner organizations.
- When sending emails to five people or more, or to groups that include both members and non-members, use the ‘bcc’ (blind carbon copy) option. This allows each recipient to only see their email address.
- Do not forward email that includes the previous recipient’s email address.
- A soror’s personal email address should not be:
  - released outside of the chapter without her written consent;
  - sold; or
  - used for purposes other than conducting official Sorority business.
● Rosters are confidential and cannot be emailed. * They may be placed on USB flash drives, in a members only area of the chapter’s website, stored in a password-protected cloud file storage service (e.g. Google Drive or Dropbox), or list-serve file repository (e.g. YahooGroups) for general distribution to chapter members.

*Chapter officers are permitted to email the roster to each other for the purpose of carrying out their duties (e.g., updating the chapter’s Google Group or the chapter’s website members only area access list).

● Ensure unofficial symbols are not used in conjunction with official Sorority symbols and/or trademarks.

*The elephant and the duck are not official symbols of Delta Sigma Theta Sorority, Inc.*

● The Sorority's public motto may not appear in email to prevent its inappropriate use.

● The Sorority's secret motto is never written and should only be communicated orally in a closed (members/sorors-only) setting. Therefore, it must not appear in email or on social media.

● The motto acronym (i.e., letters of the motto) may only appear in personal correspondence between sorors. Email and social media posts can be shared without the knowledge or consent of the sender and for this reason are not considered personal correspondence.

4.2 - CHAPTER EMAIL ACCOUNTS

The information contained in this section pertains to all email accounts and social media inboxes that are owned by chapters of Delta Sigma Theta Sorority, Inc.

● All chapters must have a chapter email account for official communication with National Headquarters, chapter members, and the public.

● The following chapter officers must have access to the chapter email account:
  ● Chapter President
  ● Corresponding Secretary
  ● Advisor (collegiate chapters)

● Chapters must provide chapter officers and chapter committees with email accounts. Email accounts provided do not have to be tied to your chapter website’s address (e.g., officer@deltachapter.org). They may be accounts with Yahoo, Gmail, or any free email provider. The National Technology Committee encourages chapters to research and use the solution that works best for them financially while also complying with the Delta Internet Guidelines.

To aid in transition and record keeping, chapter officers and committee chairs must use their chapter email to conduct business related to their office or committee.

Access to these email accounts must be passed on to the new chapter officer/committee chair when a new officer/committee chair is elected or appointed. This includes passwords, access information, and any other information pertaining to the email account.
Example: Chapter/Committee/Officer Email Address Format

| president@deltalandalumnae.org | artsandletters@deltalandalumnae.org |
| chipsidelta_treasurer@gmail.com | deltaland_fundraising@gmail.com |
| deltaland.dst@outlook.com       | chipsidelta2035@gmail.com          |

- The passwords to chapter email accounts should be changed whenever officers change (i.e., during election cycles/transition, resignation, impeachment).
- All chapter email accounts must be checked at least weekly.
- The chapter internal mailing list must be checked regularly for accuracy, especially during dues cycles and when sorors relocate or leave a chapter.
- Forwarding emails:
  - Do not forward emails containing Sorority information or official Sorority business to non-members. That is:
    - sorors who are not financial;
    - those who have been suspended or expelled;
    - those who have not been duly initiated into the Sorority.
  - Do not forward emails that include inappropriate content and media (e.g., pictures, images, and videos).
    *If the content violates the Code of Conduct and/or may create embarrassment for the Sorority, then the email should be forwarded to National Headquarters at dstemail@deltasigmatheta.org.*

5 - **GROUP MESSAGING**

The use of group messaging services/apps—e.g., Calling Post, Remind (formerly Remind101), GroupMe, Whatsapp, iMessage, and/or group texts—have become increasingly popular as a quick and easy way to communicate.

Many chapters recognize this and are using these types of services/communication to provide real-time information and reminders to chapter members and/or external recipients.

Chapters should closely review the service provider’s privacy policies and terms and conditions before selecting an app.

The information contained in this section pertains to group communications sent by the chapter to its members and/or external recipients using these services.

**Topic 1: Group Messaging Overview**

Confidential information should never be sent via these services or in a text message. Additionally, text messages and group messaging services/apps are not to be used in place of chapter or committee meetings. These messages are considered public correspondence. Therefore, they may not be used to communicate confidential information such as the Sorority’s secret motto and official Sorority business.
• Chapters may use robocalling, text messaging and/or mass messaging services to send alerts about, but not limited to:
  • Meeting and event details, updates and reminders
  • Meeting and event cancellations due to weather or power outage
  • Quick dissemination of unforeseen information such as emergency notifications and date/time/location changes
  • Attendance or Emergency Management Polling

Things to Remember:
• Chapters should consider frequency when sending messages via text/group message services as to not inundate chapter members and/or external recipients with too many messages.
• Chapters should only use personal phone numbers to send voice and text messages instead of professional/work mobile phone numbers of chapter members and/or external recipients.
• The group’s members should be audited regularly to remove individuals who are no longer affiliated with the group (e.g., no longer participating in the youth initiative program, no longer a member of the chapter).

___

**Topic 2: Management of Group Messaging Service**

The chapter president must designate a chapter member or committee to manage the group messaging service. The chapter president should approve posts that reflect or are considered official chapter communication. Committee chairs may create groups to communicate with their committee members and/or youth initiative participants and their parents/guardians. The chapter president and committee chair must be members of these groups as appropriate.

The Group Message Manager(s) will be responsible for:
• Creating and sending messages.
• Regularly maintaining list(s) and checking it for accuracy, especially during dues cycles and when sorors relocate or leave a chapter.
• Recommended Group Message Managers include:
  • Corresponding Secretary
  • Journalist
  • Technology Committee
  • Committee Chair (e.g., Debutante Committee Chair, Delta GEMS Committee Chair)
• List members must be given the option to both opt-in and opt-out of receiving group messages.
• Chapters should maintain separate lists/groups for chapter members and external audiences to reduce the chance of error when sending messages.
● The phone numbers of chapter members and/or external recipients should not be:
  ● used or provided to anyone without the written consent of the soror and/or external recipient;
  ● sold to any person and/or organization; or
  ● used for purposes other than receiving notifications/alerts from the chapter.

6 - SOCIAL MEDIA GUIDELINES

6.1 - SOCIAL MEDIA OVERVIEW

Regions, chapters, and Sorority members/sorors increasingly use social media networks to communicate. As usage grows, more regions, chapters, and Sorority members/sorors are utilizing the Sorority’s name and other property in their exchanges. In some instances, their use infringes on the Sorority’s rights and harms its interests.

These guidelines are for the express purpose of protecting the interests of Delta Sigma Theta Sorority, Inc. and apply equally to regions, chapters, and individuals (Sorority members/sorors). New social media networks are created frequently and existing social media networks often update their features. As a result, this document is unable to explicitly list all social media networks or provide guidelines for each of their features.

Note 1: Limitations expressed in other sections of the Delta Internet Guidelines (“DIG”) that are broader than the policies expressed in these guidelines are expressly incorporated herein by reference and should be followed where applicable. Sorors are held to have notice of these guidelines as well as all sections of the Delta Internet Guidelines. To the extent applicable, the policies expressed in the Delta Internet Guidelines, Constitution and Bylaws, Code of Conduct, and Protocol and Traditions Manual are incorporated herein by reference.

Note 2: Delta Sigma Theta Sorority, Inc, expressly disclaims any liability resulting from a Sorority member's/soror's use of social media channels, 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. This applies to Sorority members/sorors operating individually, or as a chapter, region, or other group.

6.2 - REGIONAL & CHAPTER SOCIAL MEDIA ACCOUNTS

Regions and chapters are not required to have social media accounts. However, if a region or chapter chooses to have social media accounts, it must comply with the most current version of the Delta Internet Guidelines. Please bear in mind it is impractical to create specific documentation for each social media platform available.

The National Technology Committee will work with Regional Technology Committees to ensure compliance.
The information contained in this section pertains to all social media accounts owned by a region or chapter of Delta Sigma Theta Sorority, Inc.

Before creating ANY social media account, become familiar with the social media platform's terms and conditions, as well as the privacy policy. These policies should be reviewed often as services periodically make updates.

- **Approved Social Media Platforms:** The following social media platforms have been vetted and may be used by regions and chapters without reservation:
  - Facebook
  - Twitter
  - Instagram
  - YouTube
  - LinkedIn (Groups feature for regions or chapters)
    Regions and chapters may create a LinkedIn Group, but may not create a LinkedIn Company Page. This is to avoid confusion. National Headquarters is the only entity of the Sorority that is a true company with employees. Regions and chapters should use the information in the Account Profiles section when establishing LinkedIn Groups.

- **Other Social Media Platforms:** New social media platforms are created and/or experience rapid changes in popularity. Before your region or chapter creates a profile, group, or page on a platform not listed above, contact technology@deltasigmatheta.org to consult on guidelines specific to the platform you are considering. Please allow up to 30 days for a decision.

  Your request must include the following information:
  - Intended use for the social media platform in question
  - Target audience
  - Features/benefits not afforded by the approved social media platforms; and
  - Any other information the region or chapter feels would be beneficial to decision making.

- **Visibility:** Regional/Chapter social media pages must be public.

- **Content Responsibility:** All information on the region's or chapter's social media account must be reviewed and approved by the regional director/chapter president. The regional director will be held responsible for the content of regional social media accounts and the chapter president will be held responsible for the content of the chapter's social media accounts. Regions and chapters should create social media calendars in advance to facilitate approval.

- **Banned Information:** Information listed under Banned Information may not appear on social media.

- **Naming Pages and Sites:** The account name must include the name of the region or chapter. See the Account Profiles section for additional guidance.
• **Contact Information:** When fields for this information are available, social media accounts must include contact information for the chapter such as mailing address, email address, and/or phone number for the chapter.

• **Event Information:** Regions and chapters should use social media networks to promote public Sorority programs and events, noteworthy accomplishments of members or sorors, or other related information of general interest. Chapters may advertise/promote reclamation events and/or upcoming chapter meetings via social media.

The planned promotion must be approved by the regional director or chapter president.

Regions or chapters promoting any Sorority events where alcoholic beverages will be served must comply with the Sorority’s Alcohol and Illegal Drug Usage Policy as well as applicable state and federal laws.

Regions and chapters may use the crest while promoting the following types of events:

- Fundraising Events
- Community Service Events
- Five-Point Programmatic Thrust Events
- Public Service Events
- Founders Day Events

• The following events may not be promoted or discussed on social media:
  - Rush Activities
  - Closed ceremonies

• Social media posts about events that are intended for chapter members or sorors only may be made after the event/activity is complete.

• The official Founders portrait and pictures of the Founders are not for personal casual usage such as screensavers, flyers, profile pictures, cover photos, etc.

**Best Practice: Public Content**

Remember that not everyone who views the content posted on social media is a member or soror.

✖ **Inappropriate:** Sorors, we’re excited to share our upcoming May Week activities!

✓ **Appropriate:** Deltaland Alumnae is excited to share our upcoming May Week activities!

• **Event Contact Information:** The names and chapter email address for the officer or committee responsible for a chapter event or fundraiser, the chapter’s general email address, or website must be listed.

• **Photographs:** Chapters and regions may include various photographs depicting Sorority members participating in chapter activities, public service events, or any photographs directly related to the chapter.
Under no circumstances may photographs, videos or live streams of closed ceremonies and/or events be posted. This includes pre-ceremony activities such as those conducted in holding rooms where dais participants assemble prior to entering a ceremony. Access to such rooms is restricted and is not open to all sorors or non-Sorority members.

Topic 1: Account Profiles

Regions and chapters should use the following information, as requested by the individual platform, to complete the account profile:

- **Main category:** Company, Organization or Institution
- **Sub-category:** Nonprofit Organization
- **Company Name:**
  - The [YOUR REGION NAME HERE] Region of Delta Sigma Theta Sorority, Incorporated
  - The [YOUR CHAPTER NAME HERE] Chapter of Delta Sigma Theta Sorority, Incorporated

  How to change your page name on Facebook
  How to change your name on Twitter
  How to change your channel details on YouTube
  How to change your profile details on Instagram

- **Brief Description:**
  - The official page of the [YOUR REGION NAME HERE] Region of Delta Sigma Theta Sorority, Incorporated, a nonprofit organization that provides community service throughout the world.
  - The official page of the [YOUR CHAPTER NAME HERE] Chapter of Delta Sigma Theta Sorority, Incorporated, a nonprofit organization that provides community service throughout the world.

- **Long Description:**
  - The [YOUR REGION NAME HERE] Region of Delta Sigma Theta Sorority, Incorporated was established in [YEAR ESTABLISHED].
  - The [YOUR CHAPTER NAME HERE] Chapter of Delta Sigma Theta Sorority, Incorporated was chartered on [CHARTER DATE].

Delta Sigma Theta Sorority, Incorporated is a private, nonprofit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world.

Founded on January 13, 1913, by twenty-two collegiate women at Howard University, the Sorority is currently a sisterhood of more than 200,000 predominately Black college-educated women. This includes 1,000 collegiate and alumnae chapters located in the United States, Canada, England, Japan (Tokyo and
Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, and the Republic of Korea.

The major programs of the Sorority are based upon the organization’s Five-Point Programmatic Thrust: Economic Development, Educational Development, International Awareness and Involvement, Physical and Mental Health and Political Awareness and Involvement.

For more information, visit our national website at www.deltasigmatheta.org.

● **Website:** The chapter website may be used. If the chapter does not have a website, a link to the national website must be provided.

● **Username:** Platforms may limit usernames to 15-30 characters. If so, an abbreviated form of the chapter name may be used. If possible, include the initials “DST.”

● **Profile Picture:** A chapter logo or image representative of the Sorority may be used.

● **Privacy:** The social media account/page must be public.

● **Privacy (for YouTube):** Keep all liked videos, liked playlists, and subscriptions private. These may be interpreted as endorsements.

● **Posting Ability:** Only administrators may post content (text, photos, or videos) to the page.

● **Comment Ability:** Anyone may comment on posts. A member of the region’s leadership team/chapter member must regularly monitor and remove inappropriate content. Alternately, comments should be disabled if they will not be monitored.

● **Profanity Filter:** Turn on the Profanity Filter to ensure no profane comments are left on posts.

● **Location:** For security purposes, the location of posts, unless it is the location of an event venue in a promotional post, should not be shown.

● **Events:** Regional and chapter events must be created from the region/chapter Facebook page. After the event has been created, it may be shared by anyone. An individual member or soror may not create a chapter or regional event through her personal account.

● **Live Events:** Regions and chapters may stream public events in part or in total. Be sure to inform the participants and attendees the event will be live streamed, get their express permission, and ensure participants/attendees are aware of who will be operating the camera(s) for the live stream before streaming begins.

● **Advertising:** Regions and chapters may use paid advertisements to promote an event.

● **Groups:** Chapters may create Facebook or LinkedIn groups for chapter members or youth initiative groups. These groups may be used the purpose of communication between chapter members, chapter committees, and/or program participants. The chapter president and committee chair must be members of these groups. A chapter member must regularly monitor and remove inappropriate content. Additionally, the group's members should be audited regularly to remove individuals who are no longer affiliated with the
group (e.g., no longer participating in the youth initiative program, no longer a member of the chapter). The group privacy setting must be set to “Secret” so the membership list will not be visible.

- **Email Notifications (optional):** Disable email notifications. Excessive email notifications may clutter the chapter email inbox.

- **Monetization:** Regions and chapters may not monetize their channels/accounts through the use of paid advertisements or paid subscriptions.

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**Topic 2: Social Media Management**

When properly managed, social media networks provide excellent opportunities for chapters and regions to engage with the communities in which they serve. This section provides best practices for managing social media accounts owned by a chapter or region.

- **Social Media Manager:** The chapter president or regional director must designate a chapter member or committee to manage social media accounts. The chapter president or regional director must also have administrative privileges.

The Social Media Manager(s) will be responsible for:

- Creating and posting content
- Responding to messages
- Monitoring the account and removing inappropriate content

**Recommended Social Media Managers include:**

- Corresponding Secretary
- Journalist
- Webmaster
- Technology Committee
- Information & Communications Committee

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**Best Practice: Multi-User Permissions**

Platforms such as Facebook and YouTube allow multiple users, with varying account privileges, to manage the account. The regional director/chapter president must be among those with administrator level access to all regional/chapter accounts.

- **Content Management:** When possible, a social media calendar should be maintained. This involves advance planning of themes, messaging and content.

  The frequency of posts will vary for each social media platform. However, it is advisable to plan content around the chapter’s calendar of events.

  The regional director or chapter president should approve messages, photos, and other content prior to posting.
Best Practice: Social Media Management System

Use a social media management system like Hootsuite, Buffer, SocialOomph to collaboratively execute campaigns across multiple social networks from one secure, web-based dashboard. Many social media management systems have tiered service offerings. Keep reporting and posting needs, as well as budget, in mind when considering platforms.

- **Password Management:** Access to social media accounts and administrative privileges should be changed during the officer transition period or whenever the Social Media Manager changes. This includes passwords, access information, and any other information pertaining to the social media account.

  Best Practice: Terms & Usage

- **Mention/Tag:** Used to start conversations with your followers, other chapters, community partners, or notify them of a post as an FYI.
- **Hashtags:** A word or phrase preceded by a pound sign (#) used to identify similar messages on a specific topic. (#shehadadream; #dst1913).
  - Include hashtags or mentions when appropriate and relevant in the context of your post.
- **Trolls:** Online harassers. Establish a policy to deal with them (e.g., ignore, delete comments, block user entirely).

Example: Event Promotion Using Social Media

The Chi Psi Delta Chapter is hosting a silent auction & evening of neo soul, to be held on campus, and decides to promote it using social media. They decide to use the hashtag #CPDeltaNeoSoul to link the posts and pictures.

**Facebook**

- The chapter’s social media manager creates an event on the Chi Psi Delta Chapter Facebook page.
- Chapter members invite people to the event & use the Share feature to place the event information on their personal Facebook pages, making sure to include the hashtag in their status update.
- Chapter members encourage others to share the event information as well.
- Chapter members change their profile picture to the event flyer.

**Twitter**

- The chapter’s social media manager creates messages on Chi Psi Delta Chapter Twitter account about the event using the hashtag. They also tag the artist and their university’s campus activities board in the tweet.
- Chi Psi Delta’s social media manager notices the artist has retweeted the chapter’s promotional message, adding a note indicating they are excited to perform at the event. Some of the artist’s followers also retweet the message.
6.3 - **SORORITY MEMBERS/SORORS & SOCIAL MEDIA**

These guidelines are not meant to infringe upon the personal freedom or social interactions of individual members or sorors, except to the extent necessary to ensure that use of social media by members and sorors does not harm the Sorority’s reputation, goodwill, or expose the Sorority to injury or liability.

- **Disclaimer Statement:** It is recommended that one of the following disclaimer statements be displayed when the user identifies herself as a member of Delta Sigma Theta Sorority, Inc. on a social media network:

  The views expressed on this website are mine alone and do not represent the views of Delta, its leadership, or any of its individual Sorority members.

  The views expressed are mine alone and are not those of Delta Sigma Theta Sorority, Incorporated

  My views are mine alone.

- **Protect Delta’s Confidential and Proprietary Information:** Always be mindful that social media networks are public and have low security. Non-Sorority members (those who are not Deltas) may have access to information that you believe is limited to a group of Sorority members or sorors.

  - Delta’s confidential or proprietary information may not be posted or shared online.
  - Do not post private or personal information about other members or sorors. This includes, but is not limited to addresses, telephone numbers, membership numbers, birthdays, or any other identifying information.
  - Comments regarding allegations that a member or soror has engaged in illegal, unsafe, or Code of Conduct violations may not be discussed on social media networks. This also includes allegations that are ultimately substantiated.
  - This information should be reported to the Scholarship and Standards Committee, National First Vice President, and Executive Director by contacting dstemail@deltasigmatheta.org.
  - Under no circumstances should such allegations be forwarded to another member or soror.
  - Members/sorors may not discuss the Membership Intake Process on social media. This includes but is not limited to narratives and terms such as “made” or “pledging.”
● **Code of Conduct:** Delta’s Code of Conduct is applicable to both online and offline activities. Violation of the Code may form the basis for disciplinary action.

The U.S. Congress and states are regularly codifying laws 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.

● **Social Media Groups:** Social Media groups created outside of regional or chapter levels are not within the guidance of this document. However, individual members/sorors must still adhere to all of the Sorority’s policies. This includes the Constitution and Bylaws, Code of Conduct, Protocol and Traditions Manual, and the Delta Internet Guidelines.

● **Good Judgment:** Use good judgment to ensure social media posts, hashtags, videos, photos, and blog posts always reflect the highest standards of conduct and portray positive representation of yourself, individual members/sorors, and of Delta Sigma Theta Sorority, Inc.

   ● Do not use regional or chapter social media to announce or advertise business or personal promotions, off-campus events, or pre- or post-parties.

   ● Ensure that you adhere to all of the Sorority’s policies. This includes the Constitution and Bylaws, Code of Conduct, Protocol and Traditions Manual, and the Delta Internet Guidelines.

● **Tagging Photos:** Seek approval before identifying, or “tagging,” a soror in photographs. See the Risk Management Manual for guidelines on posting photographs of youth.

● **Respect Your Fellow Human Beings:** Members/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 that could be associated with Delta, even tangentially, through the use of Delta’s Marks.

   **Delta prohibits cyberbullying on any electronic and/or social media.**

● **Do Not Misuse Delta’s Intellectual Property:** Delta Sigma Theta Sorority, Inc. is the exclusive owner of all intellectual property associated with it or used to denote it. This includes its name (and any derivatives of its name), logos, and symbols (collectively “Marks”).

   The following should not be posted on social media or used as personal avatars, profile pictures, cover photos, flyers, wallpapers, or for other personal reasons:

   ● The Sorority Crest
     The crest may not be used as a personal profile picture, banner, cover photo or as a personal stand-alone image in a video or slideshow.
     The crest should not be used on personal social media event advertising including but not limited to:
   ● Weddings
• Parties of any kind (birthday, holiday, fundraising, etc.)
• Delta Line Anniversaries
• Personal Anniversaries

**DEFINITION OF PERSONAL USE:** an activity that benefits you as an individual or is for some benefit you receive.

- The Torch of Wisdom
- The official Founders portrait
- The Founders picture(s) altered or Photoshopped in any way
- Secrets, Passwords, Signs, and Grips
- Mottos
- Delta Oath (excerpts or in full)
- Official Delta Songs
  - Delta Mizpah
  - Delta Sigma Theta National Hymn
  - Delta Prayer
  - Beta Hymn
  - Delta Sweetheart Song*
  - Pyramid Hymn

  *The Delta Sweetheart Song may not appear on websites or on social media in written or audio-only form. It is sung publicly at events of distinction. Therefore, video recording/live streaming are permissible.*

- Reports, photographs, audio, and/or video from closed Delta assemblies
- Photographs in poor taste
- Copyrighted material or illegal material

- Sorority members and sorors are prohibited from using Delta’s Marks in a manner that would defame Delta Sigma Theta Sorority, Inc. or otherwise damage its reputation and goodwill.

- Sorority members and sorors are not authorized to use such property for any commercial purpose (i.e., to make money from using the property or to promote other causes), to authorize any third party to use Delta’s Marks for any purpose, or in a manner inconsistent with the Delta Internet Guidelines.

- Sorority members and sorors are granted limited use of Delta’s Marks, excluding the Sorority Crest and Torch of Wisdom, in personal photographs or videos not used for commercial purposes.

- Sorority members and sorors MAY use personal photos of themselves or others wearing Delta paraphernalia that may include the Sorority’s marks (including the Sorority Crest and Torch of Wisdom) in the garment as profile photos, cover photos, avatars, etc.

- Photographs or videos may not show members or sorors in scantily clad clothing or engaging in any conduct that the Founders of Delta Sigma Theta Sorority, Inc. would deem inappropriate. If in doubt, leave it out.
● Sorority members and sorors, and the general public, are encouraged to use a platform’s share feature or content reposting apps to distribute posts from national, regional, or chapter social media pages/accounts to their personal networks. However, do not edit official Delta social media posts prior to sharing them on a personal social media page. Individuals may add their comments when sharing.

● The official Founders portrait/pictures of the Founders are not for personal casual usage such as screensavers, flyers, profile pictures, cover photos, etc. Sorors may, however, share official Delta social media posts from national, regional, and/or chapter social media pages that include the official Founders portrait.

7 - DOCUMENT RETENTION & PROTECTION

7.1 - DOCUMENT RETENTION

The following section provides guidance on document retention. Document retention should give future members a historical insight into the past events of the Sorority. Refer to the Chapter Management Handbook for additional guidance. If further clarification or guidance is needed, please contact your region’s member of the National Scholarship and Standards Committee.

It is important that the records and documents related to the business of the Delta Sigma Theta, Inc. are adequately protected and maintained, while records that are no longer needed or of no value are discarded.

● **High Priority Archives**
  ● Chapter charting documents
  ● Chapter meeting minutes
  ● Chapter newsletters
  ● Chapter anniversary celebrations
  ● Treasurer’s reports
  ● Chapter audits
  ● Committee reports; including expense reports to aid in future budgeting
  ● Chapter policy and procedures, including amendments
  ● Photos and videos
  ● Any other reports the chapter feels are important

● **Informative Archives**
  ● Lists of past chapter officers and membership rosters
  ● Photos of past chapter officers; including dates and names
  ● Photos of events, socials, celebrations; including dates and names
  ● Photos of lineage, new initiate presentations (NIPs); including dates and names
  ● Marketing materials such as: press releases, flyers, newspaper advertisements, radio ads (audio), etc.
  ● Articles about the chapter and/or chapter members
  ● Event materials such as programs, photos, flyers, etc.
**Topic 1: Retention Timeframe**

Records that are not designated as permanent should be destroyed based on the method appropriate for the record medium. Records designated as permanent should not be destroyed. The table below provides guidance on the retention timeframe, storage medium and destruction method.

<table>
<thead>
<tr>
<th>Types of Records (Paper/Electronic)</th>
<th>Retention Timeframe</th>
<th>Medium</th>
<th>Convert to Electronic Record</th>
<th>Back-up of Electronic Records</th>
<th>Destruction Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Records (receipt logs, 990s, receipt books, check registers)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Bank Reconciliations</em></td>
<td>5 years</td>
<td>Paper/Electronic</td>
<td>Monthly</td>
<td>Weekly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td><em>Bank Statements</em></td>
<td>5 years</td>
<td>Paper/Electronic</td>
<td>Monthly</td>
<td>Weekly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td><em>Checks</em></td>
<td>5 years</td>
<td>Paper</td>
<td>Monthly</td>
<td>Weekly</td>
<td>Shred</td>
</tr>
<tr>
<td><em>Check Registers</em></td>
<td>5 years</td>
<td>Paper</td>
<td>Monthly</td>
<td>Weekly</td>
<td>Shred</td>
</tr>
<tr>
<td><em>Expense Purchases</em></td>
<td>5 years</td>
<td>Paper</td>
<td>Monthly</td>
<td>Weekly</td>
<td>Shred</td>
</tr>
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<td><em>Form 990</em></td>
<td>5 years</td>
<td>Paper/Electronic</td>
<td>Monthly</td>
<td>Weekly</td>
<td>Shred/Erase</td>
</tr>
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<td><em>IAR-1 Form</em></td>
<td>5 years</td>
<td>Electronic</td>
<td>Quarterly</td>
<td>Quarterly</td>
<td>Erase</td>
</tr>
<tr>
<td><em>Receipt Logs</em></td>
<td>5 years</td>
<td>Paper/Electronic</td>
<td>Monthly</td>
<td>Weekly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td><em>Receipt Books</em></td>
<td>5 years</td>
<td>Paper</td>
<td>When book completed</td>
<td>Monthly</td>
<td>Shred</td>
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<tr>
<td><em>Vouchers</em></td>
<td>5 years</td>
<td>Paper/Electronic</td>
<td>Monthly</td>
<td>Weekly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td><em>Year-end Financial Statements</em></td>
<td>7 years</td>
<td>Paper/Electronic</td>
<td>End of Year</td>
<td>Yearly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td>Types of Records (Paper/Electronic)</td>
<td>Retention Timeframe</td>
<td>Medium</td>
<td>Convert to Electronic Record</td>
<td>Back-up of Electronic Records</td>
<td>Destruction Method</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>---------------------</td>
<td>--------</td>
<td>-------------------------------</td>
<td>-------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Audit Reports</td>
<td>7 years</td>
<td>Paper/Electronic</td>
<td>Quarterly</td>
<td>Quarterly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td>Audit Work Papers</td>
<td>7 years</td>
<td>Paper/Electronic</td>
<td>Quarterly</td>
<td>Quarterly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td>Meeting minutes</td>
<td>Permanent</td>
<td>Paper/Electronic</td>
<td>Monthly</td>
<td>Weekly</td>
<td>N/A</td>
</tr>
<tr>
<td>Member records</td>
<td>5 years</td>
<td>Paper/Electronic</td>
<td>Monthly</td>
<td>Weekly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td>Contracts and legal documents</td>
<td>4 years after expiration</td>
<td>Paper/Electronic</td>
<td>Upon Receipt</td>
<td>Weekly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td><strong>Membership Intake Documents:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chapter</td>
<td>6 months after Initiation</td>
<td>Paper</td>
<td>N/A</td>
<td>N/A</td>
<td>Shred</td>
</tr>
<tr>
<td>Training/Guidance Material***</td>
<td>4 years</td>
<td>Paper/Electronic</td>
<td>Monthly</td>
<td>Quarterly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td>Original Application for Membership***</td>
<td>4 years, if Accepted</td>
<td>Paper</td>
<td>Monthly</td>
<td>Quarterly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td>Original Application for Membership***</td>
<td>2 years, if Rejected</td>
<td>Paper</td>
<td>Monthly</td>
<td>Quarterly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td>Correspondence***</td>
<td>4 years</td>
<td>Paper/Electronic</td>
<td>Quarterly</td>
<td>Quarterly</td>
<td>Shred/Erase</td>
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<tr>
<td>Complaints***</td>
<td>2 years</td>
<td>Paper/Electronic</td>
<td>Quarterly</td>
<td>Quarterly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td>Court Orders and Settlements***</td>
<td>Permanent</td>
<td>Paper/Electronic</td>
<td>Monthly</td>
<td>Monthly</td>
<td>N/A</td>
</tr>
<tr>
<td>Scholarship information</td>
<td>5 years</td>
<td>Paper</td>
<td>Yearly</td>
<td>Yearly</td>
<td>Shred</td>
</tr>
<tr>
<td>Types of Records (Paper/Electronic)</td>
<td>Retention Timeframe</td>
<td>Medium</td>
<td>Convert to Electronic Record</td>
<td>Back-up of Electronic Records</td>
<td>Destruction Method</td>
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</tr>
<tr>
<td>Chapter Rules of Order</td>
<td>Until newly revised &amp; approved</td>
<td>Paper/Electronic</td>
<td>When approved by S&amp;S</td>
<td>Yearly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td>Chapter Policies &amp; Procedures</td>
<td>Until newly revised &amp; approved</td>
<td>Paper/Electronic</td>
<td>When approved by S&amp;S</td>
<td>Yearly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td>Charter Records</td>
<td>Permanent</td>
<td>Electronic</td>
<td>Upon approval</td>
<td>Yearly</td>
<td>N/A</td>
</tr>
<tr>
<td>Correspondence (actionable)</td>
<td>3 years</td>
<td>Paper</td>
<td>Monthly</td>
<td>Monthly</td>
<td>Shred/Erase</td>
</tr>
<tr>
<td>Correspondence (informational)</td>
<td>3 years</td>
<td>Paper</td>
<td>N/A</td>
<td>N/A</td>
<td>Shred</td>
</tr>
<tr>
<td>Chapter Histories</td>
<td>Permanent</td>
<td>Paper</td>
<td>N/A</td>
<td>Monthly</td>
<td>N/A</td>
</tr>
<tr>
<td>Event Programs</td>
<td>5 years</td>
<td>Paper</td>
<td>After each event</td>
<td>Monthly</td>
<td>Shred</td>
</tr>
<tr>
<td>Photographs</td>
<td>Permanent</td>
<td>Paper/Electronic</td>
<td>After each event</td>
<td>Monthly</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Records should not be destroyed when the Sorority is in litigation.

7.2 - DOCUMENT PROTECTION

Records should always be stored in a secure location in cabinets and containers that will preserve the quality of the records. Records containing confidential information, such as member records, financial data, and credit card information should be kept under lock and key or in a restricted area with limited access.

Paper records may be scanned and converted to electronic records, whenever possible. Sorority archives should be kept electronically via an external hard drive, flash drive, cloud storage, or on a private server. Electronic records should be backed up to external drives to ensure a minimal loss of data in the event of hard drive failure, theft or other loss of the original data.

The following guidelines apply to the use of a private server:
● An administrator must develop processes, such as firewalls, to prevent intrusions or data loss.

● Access to the server should be tightly controlled through the use of user IDs and passwords.

● Access to directories on the server must be restricted only to those sorors who need to use it.

8 - **CLOUD FILE STORAGE SERVICES**

Cloud File Storage Services refers to using a third-party network of remote servers, hosted on the Internet, to store and manage data. Cloud file storage services—like Apple’s iCloud, Google Drive, Dropbox, Amazon Cloud Drive, and others—provide users with a hard drive in the cloud or on the Internet.

Cloud file storage services are very accessible, allowing chapters and members to access documents, photos, videos and any other saved files from any device with an Internet connection. Some cloud file storage services also allow co-authoring or editing collaboration, e.g., Google Docs, Dropbox (via Microsoft Online).

**Topic 1: Recommended Service Features**

The best cloud file storage services should have features that allow you to:

- Upload and save any type of file you would save on your local hard drive.
- View, edit and share your content regardless of what computer or device you are using.
- Automatically sync files across all devices.
- Safeguard content through password-protected sharing and file encryption.
- Easily and conveniently navigate the service’s interface and tools. Additionally, the selected service should be intuitive and straightforward.

Many members/sorors already have a free account with a cloud service provider. When considering a cloud service, be sure to take into consideration the amount of space available for free accounts. If a service provider offers paid account levels for teams or businesses in addition to free accounts, be sure to determine if the team/business space usage is considered separate from the free account space usage.

**Topic 2: Regional and Chapter Guidelines**

The following guidelines pertain to regions and chapters electing to use a cloud file storage service to house documents and aid in collaboration.

Like the members area of a regional or chapter website, this area and any items hosted within, must not be accessible to individuals who are not members.

The following documents may be distributed through cloud file storage services:

- Chapter meeting minutes
- Chapter policies and procedures
• Chapter committee reports
• Agendas

The following documents may be distributed through cloud file storage services, but must also be password-protected:

• Chapter treasurer reports, to include budgets
• Financial secretary reports
• Membership rosters

9 - **MERCHANT ACCOUNTS**

The National Finance Committee is the primary authority regarding regional and chapter fiscal operations. Questions about policies for merchant account and online payment solutions should be directed to the National Finance Committee at FinanceCommittee@deltasigmatheta.org.

9.1 - **MERCHANT ACCOUNTS OVERVIEW**

• *Chapters MAY NOT secure or issue credit or debit cards.*

• Chapters may use crowdfunding services such as GoFundMe, Kickstarter, and Indiegogo.

• Chapters may obtain merchant accounts or secure online payment systems to accept credit and debit card payments for fundraisers and dues.

• Chapters may obtain an online bank account. The online bank account must allow dual confirmation.

• The Merchant Account must be in the name and Employer Identification Number (EIN) of the chapter. The application to obtain a merchant account must be in the name of the chapter and be signed by the chapter president.

• The chapter may pass on transaction fees to the consumer/soror if the payment processor allows this. The National Finance Committee does not suggest chapters supersede or circumvent the processor’s stipulations for use. The chapter must determine, and include in their policies and procedures, whether or not to pass on any transaction fees to the consumer/soror.

• The electronic receipts provided by the online payment systems are acceptable. The systems should be set up to deliver the receipts to the payer and the chapter financial secretary electronically.

• All statements and correspondence regarding the merchant account(s) must be mailed to the chapter's post office box.

• All funds received through merchant accounts must be credited to the applicable chapter account. Chapters must establish and maintain written policies and procedures for the acceptance of credit/debit cards. This includes the secure retention/storage/destruction of credit/debit card information. Chapters must safeguard cardholder information and restrict access to credit/debit card data and equipment.
● Chapters are required to conduct quarterly/annual audits and must include the merchant account in the chapters auditing program.

9.2 - **Online Payment Business Accounts**

An online business payment account (e.g. PayPal Business account) allows a business to receive funds through credit, debit, and PayPal accounts and allows funds to be sent or withdrawn from the PayPal Business account to **any account**.

The online payment account can be linked to a regular checking or savings account, so funds can be electronically transferred at no charge within three to four business days or the funds can be withdrawn by check, which may be processed for a small fee.

In order to have adequate internal controls and to ensure withdrawals are only made from the online payment account to the chapter’s banking account, the following guidelines should be followed in implementing and managing a chapter online payment account.

**Topic 1: Approval & Accountability**

● The use of online payment accounts must be approved by chapter vote and detailed guidelines for the use and management of the account must be included in the chapter’s Policies and Procedures.

● The use of an online payment account is **not** a mandate and is optional for all chapters. Chapters should thoroughly evaluate the advantages and disadvantages of using an online payment account and ensure adequate controls are in place to alleviate misappropriations, embezzlement and theft.

● All existing procedures and responsibilities currently in effect from the National Finance Committee, the National Internal Audit Committee, the National Scholarship and Standards Committee and local chapter Policies and Procedures apply to the use of an online payment account as a payment tool for the chapter.

● A procedure for transferring ownership of the online payment business account due to changes in chapter leadership (transition of officers) should be created and added to the chapter Policies and Procedures. Passwords associated with the online payment business account must be transferred and immediately changed during the transition of officers.

● Chapters are required to conduct quarterly/annual audits and must include the online payment business account in the chapters auditing program.

**Topic 2: Online Payment Fees**

● An online payment business account may assess fees. Chapters should research the applicable fees on an annual basis.

● An online payment business account may assess a per transaction fee. The fees can be passed on to individuals who use the online payment option or any merchant account. However, if the online payment account is used for the collection of dues, the fee cannot be
passed on to the soror. As a result, a chapter choosing to use an online payment account to collect dues should account for any per transaction fees in the chapter's budget.

**Topic 3: Account Access**

- The online payment account should be set up in the name of the chapter with the chapter president being the “Owner.”
- User accounts will be set up for the treasurer and the financial secretary.
- The online payment solution must send an email to the primary chapter email address listed, notifying the chapter of the receipt of a payment. The chapter must establish an email account specifically for the online payment.
- The login ID and password will be provided to the president, treasurer and financial secretary.
- This email account must be monitored regularly (at least every other day or daily during high-volume use).

**9.3 - Online Event Management Solutions**

Regions and chapters may use online event management solutions (e.g., Eventbrite) to manage events. The online management solution may not be used for National Conventions or Regional Conferences.

**Topic 1: Account Settings**

- **Account**
  - **Contact Info:** The account email address must be a chapter email account, i.e. marketing committee, technology, treasurer, or president. The chapter logo or image representative of the Sorority may be used as the profile photo.
  - **Credit/Debit Cards:** No credit or debit cards should be saved to a region's or chapter's online event management account.
  - **Affiliate Program:** Offering a referral commission to third-party promoters is prohibited.
  - **One Account:** No more than one online account should exist for the chapter. It is suggested that chapters select event management solutions that support sub-accounts for multiple events.

- **Organizer**
  - **Payout Methods:** The chapter treasurer and financial secretary should ensure any funds collected using the event management solution are disbursed to the chapter by check or are transferred via direct deposit into the chapter's bank account.
  - **Taxpayer Information:** Enter the appropriate address and taxpayer identification information.
• **Multi-User Access:** The online event management solution must support multiple user access. The account administration must ensure the chapter’s president, treasurer, and financial secretary have a login for the online event management account using their respective chapter email address. The president and treasurer should receive copies of all invoices. The president must have the same access to events as the account administrator. Other users may be added to allow access to specific events as desired.

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**Topic 2: Event Settings**

The following information should be used when setting up an event:

- **Event logo:** An Event logo, chapter logo or image representative of the Sorority may be used. Chapters may not use official marks and symbols of the Sorority (i.e., Greek letters, Sorority Crest, Torch of Wisdom, other items listed under Trademarks and Service Marks) unless they are incorporated in a chapter logo.

- **Organizer name:** The name of the region or chapter should be used as the organizer.

- **Organizer description:**
  
  This event is hosted by the [YOUR REGION/CHAPTER NAME] Region/Chapter of Delta Sigma Theta Sorority, Incorporated, a nonprofit organization that provides community service throughout the world.

  For more information, visit our region’s /chapter’s website at [REGION/CHAPTER WEBSITE]. You may also visit our national website at www.deltasigmatheta.org.

- **Listing Settings:** A private page must be used for events that are only open to sorors.

- **Online Event Management Transaction Fees:** The fees can be passed on to individuals who use an online payment account or any merchant account. However, if the online event management solution is used to collect dues, transaction fees cannot be passed on to the soror.

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9.4 - **CROWDFUNDING**

- It is permissible to use crowdfunding (e.g., GoFundMe, Kickstarter, and Indiegogo,) accounts to publicize and collect money for chapter events. However, the funds must be deposited into a chapter account.

- Crowdfunding pages with Delta symbols and graphics cannot be used for the benefit of individual sorors. Individuals cannot use a crowdfunding account to raise funds for membership intake fees.

- Sorors cannot use crowdfunding accounts to raise money for membership dues or for registration fees to attend clusters, conferences, or conventions.

- Parents of participants can use crowdfunding accounts to raise funds from family members and friends in support of their child’s participation in cotillions and beautillions, but they must be reviewed by the chapter president prior to launch.
10 - ELECTRONIC VOTING

Electronic voting is authorized in the Constitution and Bylaws, Article IX Elections and Voting, Section 4B.

While Delta Sigma Theta Sorority, Inc. is NOT endorsing any of these vendors, this partial list of vendors was provided by chapters who have utilized these vendors for electronic voting for Membership Intake:

- Election Runner
- Simply Voting

Other potential solutions include:

- Ballotbin
- Electionbuddy
- ezVote

Chapters electing to vote electronically must ensure:

- only those chapter members present for the meeting during which the election is held receive a ballot;
- each member is only allowed to cast one ballot per election or run-off; and
- the confidentiality of each member’s vote is maintained.

The selected solution must also comply with the electronic voting specifications outlined in the Administrative Procedures for Membership Intake.

11 - MOBILE APPLICATIONS (APPS)

The information contained in this section applies to all apps owned by a region/chapter of Delta Sigma Theta Sorority, Inc. Regions/chapters are not required to have an app. However, if a region/chapter chooses to have an app built, it must comply with the most current version of the Delta Internet Guidelines.

11.1 - APP OVERVIEW

The word "app" is an abbreviation for "application." It is typically used to describe anything that is not a full-fledged software program. There are three main types of apps: desktop, mobile/native, and web.

Desktop apps are typically comprised of all the features of a full software program, whereas the mobile or web app equivalent is a simpler and easier-to-use version. Web apps operate in a web browser like a website does. Mobile or native apps are the typical apps of which most are familiar. They are found in the Apple App Store or Google Play Store.

11.2 - CONSIDERATIONS

Web apps do not require development for each device’s (desktop/laptop/tablet/phone) operating system (i.e., Apple iOS, Mac OS X, Windows 10, Android, Windows OS, etc.), so there is a cost
savings on development. Like websites, web apps do require the use of cellular data or a Wi-Fi connection.

Carefully consider the resources needed to create and maintain native apps. Native apps need to be developed to suit each device and receive regular updates to continue working. There are costs associated with publishing a native app to its respective store. As a result, they require additional time and money.

Before development, determine why the region or chapter needs to have a mobile app. This decision will be the key driver in the app design and development. Is an app the best solution for a business or service need to be resolved? Will introducing the app add some convenience for or benefit to members/sorors or the community? Is there a need to share recurring, real-time, time-sensitive, and/or location-sensitive information with the public? Like web design and development, mobile app development is a specialized skill and may require a financial commitment to secure a vendor for development and maintenance.

Topic 1: App Development Resources

There are several web services that help users with no prior programming knowledge create simple mobile applications (e.g., Appy Pie, AppMakr). Many have tiered pricing, with varying levels of available features. Most of these services require a developer account to publish to the Apple App Store or Google Play Store.

Chapters/Regions may hire an app developer. The right app development partner is vital to a successful app build. This partner should not only build the app, but also help manage the project, help refine the app’s direction, and support achieving the established goals for the app. Ensure that the app developer understands the purpose of your website and shares your vision for the app. For reference when hiring an app developer, see 20 Questions to Ask Your Client Before You Build Their Mobile App. Although this article is written for app developers, it is important to consider the answers to the questions posed before engaging an app developer.

Finally, there is extensive documentation for those who wish to get started developing Apple and Android apps themselves.

Topic 2: App Content and App Store Metadata

- **Developer Account:** A member of the region’s leadership/chapter should secure the developer account in the region’s/chapter’s name using an email account that transitions from one administration to the next, instead of using a second party's developer account. This ensures that regions/chapters can control the content, to include deleting the app from an app marketplace once it is no longer needed or being maintained.

- **Review & Approval:** All information in the app must be reviewed and approved by the regional director/chapter president.

- **Contact Information:** Apps must include contact information for the region/chapter, to include region/chapter name, mailing address and/or email address.

- **Disclaimer Statement:** Apps must contain the following statement, verbatim.
This app is the sole property and responsibility of the [YOUR REGION/CHAPTER NAME HERE] of Delta Sigma Theta Sorority, Incorporated.

- **Banned Information:** Information listed under Banned Information, may not appear in an app.
- **User Privacy:** Apps should access only the information on the user’s device that is absolutely necessary to the app’s functionality.
- **Monetization:** Regions/chapters may not monetize an app through the use of paid advertisements or paid subscriptions.
- **Advertisements:** Regions/chapters are discouraged from using free app platforms/frameworks that provide automatic advertising in the app.
- **Terms and Conditions and Privacy Policy:** Regions/chapters should closely review the provider’s/service’s privacy policies and terms and conditions before selecting an app development service provider/developer.
- **App Store Metadata:** This information should be completed to describe the app that was developed, not the region/chapter.
- **App Icon:** An app-specific icon or region/chapter logo is the preferred graphic. To avoid confusion with any apps the Sorority may choose to create in the future, do not use official marks and symbols of the Sorority (i.e., Greek letters, Sorority Crest, Torch of Wisdom, or other items listed under Trademarks and Service Marks).

12 - **SUMMARY**

Remember that the Internet is publicly accessible worldwide and the security of Delta properties are our responsibility. When the names of sorors appear online, use caution in providing identifying information such as telephone numbers, addresses, and places of employment. Protect the privacy of sorors at all times against such fraudulent and potentially criminal activities and unauthorized credit card and ATM usage and robbery.

Any questions regarding these guidelines should be emailed to the National Technology Committee at technology@deltasigmatheta.org.

Send questions about use of the Sorority’s trademarks or other branding questions to National Headquarters at dstemail@deltasigmatheta.org.

Questions about online payment policies should be directed to the National Finance Committee at FinanceCommittee@deltasigmatheta.org.

If any of the Internet Guidelines are violated, the person(s) associated with the violation should be reported to National Headquarters. Upon further review, a decision will be made whether the violation should be reported for disciplinary action.
13 - Frequently Asked Questions

1. Our chapter is interested in voting electronically and wanted to inquire about the restrictions and standards related to electronic voting on personal devices. We were thinking of releasing individual ballots unique to each eligible voter having them cast their vote on their mobile device. Clearly, they would have to be present at the meeting and would be restricted to only casting one ballot on their device. Is this permitted? Do you know what programs other chapters have used for electronic voting?

Electronic voting is authorized in the Constitution and Bylaws in Article IX Elections and Voting, Section 4B. While Delta Sigma Theta Sorority, Inc. is NOT endorsing any of these vendors, this partial list of vendors was provided by chapters who have utilized these vendors for electronic voting for Membership Intake: Election Runner: www.electionrunner.com; Simply Voting: www.simplyvoting.com.

2. Are the MIT Calendar and Budget information considered confidential and not to be shared via email?

Correct, they are confidential and should not be shared via email.

3. Is the “Transitional Period” regarding the changing of passwords considered as the month of June?

This period may vary by chapter. So, consult your chapter’s policies and procedures.

4. I took a photo with a new initiate outside a closed event venue. Is this permissible?

Yes, taking pictures with a new initiate, regardless of what color she is wearing, is perfectly fine. Taking pictures and/or video of a ceremony and/or the ceremonial table are prohibited, as is taking pictures/video of those actively participating in a ceremony.

5. May we contract a professional developer for mobile apps?

Yes. As with chapter websites, application developers who are not sorors should not be exposed to member information.

6. For financial reports, if we have a summary of the information on a PowerPoint presentation instead of the whole report that we upload to members only, we would still need to password-protect it, correct?

Correct, the presentation should be password-protected.

7. Can financial documents be posted to the chapter website if they are individually password-protected AND are only accessible via members’ individual username and password?

Yes, it is permissible if they are individually password-protected and are in a members only area that is properly secured with a username/password.
8. We don’t have a members only section. Can financial documents be password-protected in a Google Drive password-protected folder?
Yes, that is permissible.

9. Can photos from a chapter retreat be posted on the public website?
That is up to your chapter to decide.

10. Is it appropriate for a chapter website to contain Delta tools, e.g., Delta Internet Guidelines, & documents?
This is not appropriate. Chapters should direct sorors to the national website to ensure the most up-to-date information is accessed.

11. Are there any concerns with hiring a person/firm to manage a chapter website as long as we continue to follow the Delta Internet Guidelines?
Correct, hiring a person/firm to manage the chapter website is permissible. It is also a good idea to share the Delta Internet Guidelines with them. Remember, if you are planning to have a restricted area it must not be accessible to individuals who are not members of the chapter. Additionally, “a chapter member must maintain the members only area content.” The developer should create the shell for the members only area, then train members of the chapter how to add and edit content.

12. Present membership information was listed as banned. However, the previous section said chapter rosters were allowed. Can you please clarify what is meant by membership?
Chapters may not provide a listing of their current chapter membership on public-facing areas of their website. Additionally, chapters are prohibited from listing chapter lineage anywhere, public or members only, on their website. Chapters may include a password-protected roster/directory of current chapter members within the members only area of the chapter website or via cloud storage.

13. Can the calendar of events include those things specific to the chapter such as meeting dates? Or will that calendar have to be separate from the one for the general public?
Chapter meetings and reclamation events may appear publicly. All other chapter/internal events must be restricted to chapter members’ view only.

14. Can the chapter meeting agenda be posted on the secure site before the meeting?
Yes, it may be posted.

15. Can the crest be displayed on the website or used on chapter stationery?
National Headquarters has full discretion regarding when and where to use the official crest. The crest MAY be used on official Delta Sigma Theta Sorority, Inc. websites, inclusive of national, regional and local chapter websites.
16. Are .edu accounts acceptable as a personal email account?

Since email naming conventions vary from university to university (that is, some universities use student.university.edu, faculty.university.edu, alumni.university.edu, and some do not) there’s no way to know if the email address is work or personal. We strongly encourage members to obtain an account via a free email provider like Gmail or Hotmail.

17. Can the chapter actually refuse to send correspondence to the member’s work email address?

I’m looking at the word “should.”

Yes, a chapter can refuse to send correspondence to a work email address.

18. Providing each committee chair and officers an email can be quite costly. Any suggestions to combat the costs of these email accounts?

Email accounts provided do not have to be tied to your chapter website’s address (i.e. officer@deltachapter.org). They can be accounts with Yahoo, Gmail, or any free email provider. The National Technology Committee encourages chapters to research and use the solution that works best for them financially while also complying with the Delta Internet Guidelines.

19. Should an email address be setup for each member of a committee or just the committee as a whole?

The email address should be set up for the committee as a whole.

20. Are committee meetings via email acceptable?

Per the Constitution & Bylaws, ARTICLE XII - ELECTRONIC MEETINGS AND COMMUNICATIONS: The National Executive Board and all regional and chapter committees and subcommittees shall be authorized to meet by telephone conference or through other electronic communication media so long as all members can simultaneously hear others and participate during the meeting.

21. Can chapter minutes be sent to members via email?

Chapter meeting minutes may not be emailed. They may be placed in a restricted area of the chapter website or distributed through cloud file storage services.

22. Even though GroupMe is an approved app for group messaging between chapter members, can it also be used for group messaging specifically between the committee chair and participants in Delta GEMS/Academy? The Delta Internet Guidelines specifically mentions using Facebook and LinkedIn as an approved means for group messaging with youth initiative groups. Is GroupMe also acceptable? Or would our chapter need to submit an official request for approval to use this with Delta GEMS/Academy?

GroupMe is acceptable. The same guidelines would apply.
23. Who manages social media platform members? For example, does the financial secretary also manage the roster for platforms such as WhatsApp, Google Groups or GroupMe? Or is this the responsibility of the technology committee, recording or corresponding secretaries? Recommended **social media managers** and **group messaging managers** are listed in those respective sections of the Delta Internet Guidelines. Your chapter policies and procedures, however, should indicate specifically who has that responsibility. If the social media or messaging group is for chapter members only, the financial secretary would be the source to determine who is a financial member of the chapter.

24. Regarding GroupMe, it was stated that chapter presidents approve messages before they are posted. As is known, GroupMe can be fluid with communication from members. Which types of messages does the president approve?

What about committees who send messages about times and places to meet or to ask a question?

Chapter Presidents should approve group/mass text messages that reflect or are considered official chapter communication prior to posting.

25. If GroupMe is used for committee updates such as activities, last-minute changes, etc., does the chapter president have to approve each of those messages before they are sent to the committee since it’s not all chapter members?

The chapter president does not have to approve these types of messages.

26. Can upcoming chapter meetings be posted on public social media?

Yes, upcoming chapter meeting announcements may be posted on social media.

27. Is it acceptable to re-post content from the national website, e.g. news, event (flyers), news regarding NPHC topics?

It is always appropriate for chapters to share content that has been posted to the national social media accounts. The chapter president is ultimately responsible for the content that is on a chapter’s social media. Consequently, chapter presidents are empowered to decide if and when content not directly related to the Sorority or the chapter will be shared via a chapter’s social media.

28. Who do we inform if a chapter or member (that we do not know personally) posts an item on social media that is not allowed?

If the item in question is on a chapter's social media account, send an email to the chapter president with a photo/screenshot of the content in question. If it is an individual soror you know personally, reach out to her privately. If it is a soror you do not know personally, you may email the content in question to National Headquarters at dstemail@deltasigmatheta.org.
29. Can chapter members post their own created videos on their individual social media pages in order to advertise a chapter event?

If this a chapter event, promotion should be approved by the chapter president and should be posted on the chapter’s social media account first, then individuals should share the promotion from the chapter’s page. Individual members should not create their own videos or posts to promote chapter events unless the chapter president has asked members to do so.

30. If a past initiated soror of a collegiate chapter passes away, the chapter cannot make any posts about her on social media?

Out of respect for the family’s privacy, defer to the soror’s family to make sure they are okay with this.

31. What are recommendations for recovering or disabling social media accounts for a reactivated collegiate chapter?

All chapters should make sure social media accounts are established using a chapter email address, not a personal one. Additionally, collegiate chapter advisors should have access to this email account should the need arise to activate/deactivate accounts.

32. Where can I find information on guidelines for deleting emails from a chapter email?

Specific document and email retention guidelines should be included in your chapter’s policies and procedures. Refer to the Chapter Management Handbook for initial guidance. If further clarification or guidance is needed, please contact your region’s member of the Scholarship and Standards Committee.

33. We don’t have a members only section. Can financial documents be password-protected in a Google Drive password-protected folder.

Yes, that is permissible.

34. I know we are to have signed waivers for our youth. However, are we to receive waivers for everyone (adults) that we take a photo with in the community (e.g., community leaders, community members, etc.)?

Our current technology chair has declined posting certain chapter event photographs because the photographs contained non-sorors and she says we need written waivers from those individuals to post their images. My understanding is that signed waivers are only required of youth initiatives. Am I correct? Right now, we are being prohibited from posting our community service activities.

At this time, there is no requirement for chapters to have signed photo releases for non-members beyond what is outlined in the Risk Management Manual. If obtaining a photo release for everyone one who is photographed is a documented chapter
policy, that is, it was voted on and approved by the chapter and is included in your chapter’s policies and procedures, then you would follow what is in your chapter’s policies and procedures.

14 - APPENDICES

14.1 - TRADEMARKS AND SERVICE MARKS

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<th>Description</th>
<th>Reg. Nos.</th>
<th>Graphic</th>
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<td>Stylized Logo for Crest</td>
<td>3,465,351 2,199,610</td>
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<td>Delta Sigma Theta</td>
<td>Word Mark</td>
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<td>ΔΣΘ</td>
<td>Greek Letters</td>
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<td><img src="image1.png" alt="Stylized Logo for Delta Torch" /></td>
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### Schedule B: List of Common Law Trademarks and Service Marks

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<tr>
<td>Δ in conjunction with identifiable characteristics that refer to Delta</td>
<td>Symbol for Delta, used on various merchandise to denote membership in Delta, sometimes with and sometimes without other Marks; often referred to as the Pyramid sign, which is routinely depicted by joining the thumbs and pointing fingers</td>
<td>Since 1913</td>
<td>Δ</td>
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<tr>
<td>“Delta” In conjunction with identifiable characteristics that refer to Delta</td>
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<td>Since 1913</td>
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<td>DST</td>
<td>Symbol for Delta Sigma Theta; Word Mark</td>
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<td></td>
<td>Symbol for Fortitude</td>
<td>Since at least the 1970s</td>
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<td>Impact Logo</td>
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<td>Presidential Programs Logo</td>
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<tr>
<td>International Awareness</td>
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