

SOCIAL MEDIA, BANNER AND MEDIA POLICY FOR ΔE CHAPTER OF THE SIGMA NU FRATERNITY

- **Chapter official social media accounts.**

Chapter social media accounts should only be used to communicate information and express views on behalf of the entire chapter and not of its individual members.

1) Acceptable postings:

- a. Positive, spirited, supportive messages of Sigma Nu and/or the University of Oklahoma.
- b. Congratulatory messages and information sharing related to Sigma Nu and/or University of Oklahoma campus events.
- c. Announcements supportive of Sigma Nu and/or University of Oklahoma campus philanthropy and service events.
- d. Welcoming messages directed to alumni, family members and friends to visit Sigma Nu and the ΔE Chapter House.
- e. Invitations to potential new members to participate in recruiting activities.

2) Prohibited postings:

- a. Dishonorable content, such as racial, ethnic, sexual, religious, and physical disability slurs.
- b. Photos and/or videos of alcohol or illegal substances use.
- c. Sexually crude pictures and/or videos.
- d. Messages calling for violence, retaliation or harassment of a person or group.
- e. Explicit or implied endorsements or non-support of political candidates and issues.
- f. Pictures or videos of chapter rituals being performed by the chapter membership.
- g. Requests for financial contributions to the chapter.

3) Postings on Chapter official social media accounts must be approved in advance by the Executive Officers/Committee and/or the Alumni Advisory Board.

- **Banners and signage displayed on Chapter premises:**

- 4) Banner content must follow the same acceptable and prohibited guidelines as the official social media accounts policy.
- 5) Externally visible banners and signs hung from windows, or placed on the lawn or in windows, are prohibited.

- **Personal and/or Group social media accounts:**

6) Your personal and/or group postings will reflect on Sigma Nu Fraternity and ΔE Chapter. Prohibited postings:

- a. Dishonorable content, such as racial, ethnic, sexual, religious, and physical disability slurs.
- b. Sexually crude pictures and/or videos.
- c. Pictures or videos depicting any illegal alcohol or drug use.
- d. Endorsement of violence, retaliation or harassment.
- e. Any posting of a social event, whether at the Chapter House or not, referencing Sigma

- Nu without the explicit approval, by appropriate vote, of the Active Chapter.
- f. Pictures or videos of Chapter rituals performed by the Chapter membership.

- **Requests for information or comments from the media:**

- 7) Chapter Members and Candidates are instructed to make no statements, comments, suggestions, or remarks to the media. If the news media cover a chapter event or contact a Member or Candidate for information about an event, refer them to the Eminent Commander and the Chapter Advisor.

If you have questions or are confused whether a social media post or banner would be acceptable, please direct your questions to either the Eminent Commander, Chapter Advisor or President of the Sigma Nu Corporation of Oklahoma. Being a Member or Candidate of Sigma Nu is an honor and privilege but with it come responsibilities. If a post on social media is found to be a poor representation of ΔE Chapter or of Sigma Nu Fraternity, it will be directed by an Executive Committee member and/or the Alumni Advisory Board to be removed and must be taken down immediately after notification. Failure to follow these guidelines may result in disciplinary action under the Law of Sigma Nu Fraternity.

Member/Candidate Name (please print): _____

Member/Candidate Signature: _____

Date: _____