



Social Media Responsibility

With the continued advancement of technology, there are constantly new ways to connect with others. These technological advances have provided ways for people to chat in small or large groups on GroupMe, manage events on Facebook, share life events in real-time using Instagram Live or Snapchat, and exchange money via Venmo.

Tools such as these can offer fun and creative ways to engage with others and efficiently communicate. However, we must be conscious of the potential individual and chapter impact of the posts we make on social media.

Discussion Questions

- In what ways can social media use positively or negatively impact individuals?
- In what ways can social media use positively or negatively impact the chapter?
- How might inappropriate posts that are shared outside of the intended viewers impact the chapter?
 - **Note, there is no way to control what happens to your post once you make it. Once it leaves your phone, you no longer control who sees it and where it ends up. Consider this fact before you make that post or send that message. Are you comfortable with that post/message being seen by your parents, University administrators, etc.?*

Activity

Pull out your phone and look at your last five conversations on GroupMe.

- If a random person saw these messages, and could only use these messages to draw conclusions about you, how would they describe you?
- If that person was then informed you are a member of Sigma Nu Fraternity, would the posts reinforce or support the stereotypes of being a fraternity member? In what ways?

Reflection Questions

- How can you build a positive social media presence that accurately reflects your and the chapter's values?
- What measures should the chapter implement to ensure current and future members engage in social media use that aligns with the values of Sigma Nu?

Resources

“SIGMA NU’S REPUTATION IS IN YOUR HANDS” ARTICLE

[HTTP://WWW.SIGMANU.ORG/THE-DELTA/LATEST-NEWS/SIGMA-NUS-REPUTATION-IS-IN-YOUR-HANDS](http://www.sigmanu.org/the-delta/latest-news/sigma-nus-reputation-is-in-your-hands)

“FIVE TIPS FOR USING SOCIAL MEDIA EFFECTIVELY” BLOG POST

[HTTPS://SIGMANUBLOG.COM/2013/11/14/FIVE-TIPS-FOR-USING-SOCIAL-MEDIA-EFFECTIVELY](https://sigmanublog.com/2013/11/14/five-tips-for-using-social-media-effectively)

SAMPLE SOCIAL MEDIA POLICY

[HTTP://WWW.SIGMANU.ORG/FILE/COLLEGIATE-MEMBERS/BEST-PRACTICES-LIBRARY/10.-GOVERNANCE-AND-ACCOUNTABILITY/SIGMA-NU-SOCIAL-MEDIA-POLICY.PDF](http://www.sigmanu.org/file/collegiate-members/best-practices-library/10.-GOVERNANCE-AND-ACCOUNTABILITY/SIGMA-NU-SOCIAL-MEDIA-POLICY.PDF)