



SOCIAL MEDIA GUIDE

This guide is intended to provide basic social media knowledge to Pi Kappa Phi members in order to allow chapters and brothers from across the country to connect and share their positive fraternity experience with the general public.

THIS RESOURCE CONTAINS THE FOLLOWING:

- Guidelines that are established to protect our members and the image of the fraternity.
- Brand standards that are meant to provide consistency in quality and content throughout our chapters
- Best practices for effective marketing and public relations.
- References to social media sites managed and created at the national level.

GENERAL GUIDELINES

- Please remember privacy on social media is very low; nonmembers can and do have access to many of our chapter's existing pages and accounts. Ensure that your content is appropriate, contains only public information about the fraternity, and portrays Pi Kappa Phi in a positive light.
- Social media should be a fun way to share and promote the identity of your chapter. Your first priority should be to promote a positive image of Pi Kappa Phi. Your content should also reflect positively on the organization's environment (university, college, city, state).
- We are proud to be Exceptional leaders. Be sure that your content does not contradict our values. When posting pictures on Facebook, Twitter, Instagram, Flickr, etc. remember the impact your photograph may have on the chapter and the national organization. Social media is a very public world, the chapter should be sure that content found on their pages or accounts do not violate any university, Pi Kappa Phi or FIPG policy.
- Pi Kappa Phi staff does not search for posts or photographs with violations of FIPG policy or Pi Kappa Phi Supreme Law, but if tagged pictures or statements show up on the staff's or volunteer's news feeds, we are legally obligated to investigate the content.
- Questions or Concerns - Please direct any inquiries regarding social media to jandrews@pikapp.org.

FACEBOOK

- Promotion of Events

- Chapter Events - No events that include alcohol may be publicized or listed on Facebook, even if the event has been approved by the university or Fraternity/Sorority Life office.
- The chapter hosting the event must regularly monitor all content posted by guests on the wall of the event and should remove content immediately that does not adhere to the guidelines set forth in this document.
- Chapters should only publicize activities with appropriate event names via Facebook.
- Pages and Groups
 - Facebook currently offers two networking tools to organize and promote a chapter or alumni chapter: Groups and Fan pages.
 - Fan pages - Forum for a chapter's "public" presence on Facebook. Good vehicle to provide information to members, potential new members, friends, family and others. Fan pages are primarily used to provide interesting and entertaining content to fans as well as begin conversation between fans. Fan pages can be viewed and added by anyone with a Facebook profile.
 - Groups - Forum to facilitate and encourage interaction within a specific group. Useful for ongoing communication between group members through discussion topics. Group members can be invited to join in bulk. These groups privacy settings should typically be "closed" or "secret." Even though groups are less public than a page, they should still be treated as a public forum as anyone can take a screenshot of content in that closed group.
- Pi Kappa Phi Fan Page
 - We would like to encourage our members to utilize the Pi Kappa Phi Fan page as a way to communicate with the Pi Kappa Phi Headquarters and brothers across the country. Any fans are encouraged to post chapter or member news. We also hope to see your responses to our questions, photos and other posts.

TWITTER

- Suggested usernames for chapter or alumni chapter Twitter accounts is "UniversityNamePiKapp" (e.g., "@USMPiKapp" or "@DukePiKapp"). Existing Twitter accounts do not need to be renamed.
- Follow @PiKappaPhi for content from the fraternity to retweet (RT @PiKappaPhi) to your followers.
- Please be sure to share any individual or chapter news with the national office and brothers across the country by tweeting it to @PiKappaPhi. This will allow your news to be spread to thousands of Pi Kappa Phi fans and followers.
- Be sure your chapter is included on our master Twitter list of Pi KappaPhi Chapters. If your chapter is not listed, please tweet @PiKappaPhi and let us know.
- The nature of Twitter is that users regularly follow others they do not know personally. It is more likely on Twitter than any other social media site that your chapter or alumni group will have unknown/non-Pi Kappa Phi followers. Please keep this in mind when using any proprietary or potentially sensitive information for your tweets.

INSTAGRAM

- Pi Kappa Phi (@PiKappaPhi) is on Instagram.
- Tag fraternity-related photos with @PiKappaPhi, #PiKappaPhi or #PiKapp to share your photos with brothers.
- Be sure to keep content safe and appropriate. You don't want your content to tarnish your reputation or the reputation of the fraternity.

LINKEDIN

- Pi Kappa Phi has created a LinkedIn group for all Pi Kappa Phi members. In order to join the group, the national office must verify all members after a request to join is submitted.
- Once you have joined the group, be sure to post and introduce yourself to the members. Simply providing your professional introduction could be very beneficial.
- We encourage brothers to post relevant content and create conversation within the group. As questions about your profession, publicize alumni news, share interesting articles, etc.

PINTEREST, PERISCOPE, FOURSQUARE ETC.

- New social media websites are popping up frequently. If your chapter creates a new profile, group or page, please contact the communication team to share your work and keep the national office aware of the advancements made by your chapter.

OFFICIAL PI KAPPA PHI SOCIAL MEDIA OUTLETS

- Pi Kappa Phi's main social media sites include:
 - Facebook fan page - <http://www.facebook.com/thepikapps>
 - Twitter - <http://twitter.com/pikappaphi>
 - LinkedIn- <http://www.linkedin.com/groups?mostPopular=&gid=44917>
 - Instagram- @PiKappaPhi
 - Flickr- <http://www.flickr.com/photos/pikapphq>
 - Periscope- @PiKappaPhi
- To protect chapter and member privacy, Pi Kappa Phi does not publish an online database of official chapter/association Facebook links.
- It is appropriate to post a link to your chapter or association Facebook and/or Twitter accounts on your organization's website.

UNACCEPTABLE CONTENT and TERMINOLOGY TO AVOID

- Photo Albums - All photos posted must be appropriate in nature and should not include alcoholic beverage containers or drug paraphernalia.
- Any written references to alcohol, drugs or drinking.
- Anything associated with the Ritual of Initiation or related materials.
- References to hazing or pledges will not appeal to potential new members. Even from a member's personal account, these conversations can hinder your chapter's growth.
- Totalfratmove.com (TFM) and its various social media accounts are popular humor sites within college communities; however, we encourage members to refrain from

posting TFM content. Even if done so for strictly humorous reasons, this content feeds anti-fraternity perspectives.

BRANDING

- The Star Shield graphic is the ideal logo for new media presence. While symbols such as the crest, the flag or bell certainly have good use, the Star Shield is the official logo of Pi Kappa Phi and is a unique within the interfraternal community. If used consistently, the Star Shield is effective branding images that can help viewers identify the fraternity. Please view Pi Kappa Phi's brand guidelines for access to our official logos and information on how to brand your social media accounts correctly.
- Any questions related to branding can be directed to Assistant Communication Director Victor Tran at vtran@pikapp.org
- Chapters and alumni groups may use any images created and posted by the national organization.