PI KAPPA PHI

WEBSITE GUIDELINES

Pi Kappa Phi Fraternity has developed the following guidelines to assist chapters in creating and maintaining their own websites. Chapter-specific websites should be designed in good taste, with the understanding that members are providing public information about themselves, the chapter and the greater Fraternity. All materials should be designed in good taste, abide by all local, state and federal laws, comply with the Fraternity's Supreme Laws and follow any applicable policies or regulations of the Interfraternity Council and/or host institution.

APPROPRIATE CONTENT
- General Pi Kappa Phi and The Ability Experience information (history, Founders, symbols, famous members, member development opportunities, etc.)
- Link to the Fraternity's website, www.pikapp.org and The Ability Experience's website, www.abilityexperience.org.
- Link to your university's website
- Chapter contact information (mailing address, general email address, etc.)
- Chapter history
- Chapter news
- Chapter calendar
- Information about scholarships available from the Pi Kappa Phi Foundation
- Chapter rankings, awards and recognition *academic ranking on campus, size ranking on campus, national awards, campus awards, community awards, etc.)
- Executive Council contact information
- Advisor contact information (chapter advisor, board of alumni advisors)
- Directory of members
- Recruitment information (contact information, calendar of events, overview of recruitment process, academic requirements, etc.)
- Alumni relations information (newsletters, upcoming events, membership directory/roster, alumni chapter contact information, etc.)
- Parent relations information (newsletters, upcoming events, Parents' Club contact information, etc.)
- Campus involvement information
- Links to official chapter social media accounts (Instagram, LinkedIn, Facebook, X, Flickr, YouTube, etc.)

INAPPROPRIATE CONTENT
- Photos with alcoholic beverages or that indicate the use of alcohol (common source containers, funnels, beer pong tables, etc.)
- Pictures with the inclusion of any illegal activities or behavior inconsistent with Pi Kappa Phi's policies and values
- Links to members' personal social media accounts
- Distasteful or offensive links, graphics, audio, video or other content
- Explicit or vulgar language, photos and graphics (including nudity and profanity)
- Detailed chapter meeting minutes displaying confidential information
- References to hazing, alcohol, drugs or drug paraphernalia
- Discussion boards or blogs without a moderator or controlled access

- Use of nicknames for individuals, organizations, events or activities
- Logos, graphics, information or other items that use registered trademarks without legal consent
- Listing of members' names and addresses without consent
- Information about Pi Kappa Phi's Ritual of Initiation or any other secret information about the Fraternity
- Endorsements of a particular race, religion, ethnicity, sexual orientation, ability, sex or political affiliation

Ultimately, whenever you are designing or maintaining your chapter website, remember to represent your chapter, its members and alumni and the national Fraternity in a positive light. See the Pi Kappa Phi brand guidelines for information on correctly using Pi Kappa Phi's visuals on your website.

If you have any questions about these guidelines contact commteam@pikapp.org.