PI KAPPA PHI

SOCIAL MEDIA GUIDE

This guide is intended to provide basic social media knowledge to Pi Kappa Phi members, allowing 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
- References to social media sites managed and created at the national level
- Pi Kappa Phi National Community Guidelines
- Best practices for effective marketing and public relations

GENERAL GUIDELINES
- Remember that 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 and the members of your chapter positively.
- Social media should be a fun way to share and promote the identity of your chapter. Your 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 is consistent with our values. When posting pictures on Instagram, X (formerly known as Twitter), Facebook, LinkedIn, etc., remember the impact your photograph may have on the chapter and the national organization. Social media is a very public world, and the chapter should be sure that content found on their pages or accounts does not violate any university or Pi Kappa Phi policy.
- Pi Kappa Phi staff does not search for posts or photographs that violate Pi Kappa Phi Risk Management policy or Supreme Law, but if tagged pictures or statements show up on the staff or volunteer news feeds, we have an obligation to report and investigate the content.
- Questions or concerns? Please direct any inquiries regarding social media to the National Headquarters marketing and communications team at commteam@pikapp.org.

INSTAGRAM
- Pi Kappa Phi (@PiKappaPhi) is on Instagram.
- Tag fraternity-related photos with @PiKappaPhi, #PiKappaPhi or #PiKapp to share your pictures with brothers.
- Be sure to keep your 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 a LinkedIn group for all members. In order to join the group, the National Headquarters 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. Ask questions about your profession, publicize alumni news, share interesting articles, etc.

FACEBOOK
- **Promotion of Events**
    - Events with alcohol cannot be promoted on social media as a means of inviting guests. All events with alcohol with nonmembers present must have a guest list and follow the Fraternity's Risk Management Policies.
    - 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 the 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 conversations 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.

X (formerly know as Twitter)
- Suggested usernames for chapter or alumni chapter accounts is "UniversityNamePiKapp" (e.g., "@USMPiKapp" or "@DukePiKapp"). Existing Twitter accounts do not need to be renamed.
- Please be sure to share any individual or chapter news with National Headquarters 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.
- The nature of X (formerly known as Twitter) is that users regularly follow others they do not know personally. It is more likely on this platform than any other social media site that your chapter or alumni group will have unknown/non-Pi Kappa Phi followers. Please remember this when using proprietary or potentially sensitive information for your tweets.

OFFICIAL PI KAPPA PHI SOCIAL MEDIA OUTLETS
- Pi Kappa Phi's main social media sites include:
    - Instagram - @PiKappaPhi
    - LinkedIn- linkedin.com/company/pi-kappa-phi-fraternity/
    - Facebook fan page – facebook.com/pikapphq
    - X (formerly known as Twitter) – twitter.com/pikappaphi
    - Flickr - flickr.com/photos/pikapphq

- Pi Kappa Phi does not publish an online database of official chapter/association social media links to protect chapter and member privacy.
- It is appropriate to post a link to your chapter or association's Instagram, Facebook and/or X accounts on your organization's website.

BRANDING
- The star shield graphic is the ideal logo for new media presence. While symbols such as the crest, the flag or the bell certainly have good use, the star shield is the official logo of Pi Kappa Phi and is unique within the interfraternal community. If used consistently, the star shield is an effective branding image 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 correctly brand your social media accounts.
- Any branding-related questions can be directed to the National Headquarters marketing and communications team at commteam@pikapp.org.
- Chapters and alumni groups are encouraged to use or share any images created and posted by the national organization.

SOCIAL MEDIA TIPS
- Marketing the fraternity experience is one of the best ways to have a successful recruitment season. Proper marketing and social media use are helpful tools for generating, qualifying and nurturing leads when looking for potential new members.
- By creating a recognizable brand that introduces the Pi Kapp experience, you are more likely to be seen by prospective members and be more of an option during the recruitment season.
- Social media is a forum to help introduce you to people during recruitment season, use this as a step to develop relationships, not complete transactions. Social media is step one; the rest is up to you.
- Create a posting calendar to help ensure your social media presence is consistent.
- Engage with other organizations through social media. Like, comment and share their posts - it'll help grow your chapter's social capital.
- Respond to direct messages in a timely fashion.
- Be friendly and courteous in all that you post, comment, DM, etc.

COMMUNITY GUIDELINES AND VIOLATIONS OF COMMUNITY GUIDELINES
Pi Kappa Phi aims to create an online community that is safe and welcoming to all. We want this space to be engaging and inclusive. Pi Kappa Phi encourages thoughtful discussions on all our social media platforms. The dialogue on our pages should be respectful and align with our values. We reserve the right to remove comments, posts and discussions from our pages and official groups that deviate from our mission and values.

Our vision states, "A Pi Kappa Phi brother embraces his role as a leader, puts service before self and improves the world around him." By helping us keep our social media platforms inviting, you are improving the world around you.

Any post, comment, story or shared content in violation of the outlined community guidelines will be removed from all official Pi Kappa Phi social media platforms. The consequences of these violations will be determined based on the severity of the violation at the discretion of Pi Kappa Phi Headquarters staff. These consequences may include but are not limited to the removal of comments, restriction from following Pi Kappa Phi's social media pages, being blocked and/or being referred to the prevention and accountability team. Pi Kappa Phi also reserves the right to limit and/or turn off comments on any social media post when deemed necessary by the marketing and communications team.

It is recommended that you develop your own community guidelines and follow the guidelines to keep your social media presence welcoming to all.

WHAT YOU SHOULD SHARE ON PI KAPPA PHI SOCIAL MEDIA PAGES
- Content topics:
  - Senior Spotlights
  - Graduation
  - Rush events
  - Philanthropy events and activities
  - Campus happenings
  - Chapter participation in other fraternity/sorority philanthropy events
  - Post happy birthday messages to highlight brothers.
  - Brother spotlights
  - Post when a member or the chapter wins awards
  - Brotherhood events
  - The Ability Experience related content
  - Alumni weekends/events
  - Mom or dad weekends/events
  - Introduce the new executive board
  - Post after initiation welcoming your newest members
  - Did a brother accomplish something special? Share it!
  - Chapter participation in campus events
  - Did a group of brothers get together to go to a football game (or any sport)? Post it.
- Important Dates
  - Holidays important to the chapter or campus
  - Pi Kappa Phi's Founders' Day, December 10

WHAT YOU SHOULD NOT SHARE ON PI KAPPA PHI SOCIAL MEDIA PAGES
- Posts that violate prevention and accountability standards.
  - Promoting parties or events that will have alcohol or underage attendees at them
  - Glorifying alcohol, illegal substances or their misuse.
- All photos posted must be appropriate and should not include alcoholic beverage containers or drug paraphernalia.
- Any written references to alcohol, drugs or drinking.
- Anything that involves sharing of the Fraternity's ritual or ritual meanings, including anything associated with the Ritual of Initiation or related materials.
- References to hazing or pledges will not appeal to potential new members. These conversations can hinder your chapter's growth, even from a member's personal account.
- Totalfratmove.com (TFM), Barstool Sports and their various social media accounts are popular humor sites within college communities; however, we encourage members to refrain from posting TFM or Barstool content. Even if done so for strictly humorous reasons, this content feeds anti-fraternity perspectives.

Read on for examples of appropriate and positive social media content.

EXAMPLES OF APPROPRIATE AND POSITIVE PHOTOS

pikappwu
Winthrop University

utsapikapp
San Antonio, Texas

uconnpikapp
UConn

JACK SKOPETOS

BROTHER SPOTLIGHT

IOTA

qupikapp
Quinnipiac University

wiupikapps
Florida

pikapplc
LaGrange College

pikappwisco

msu_pikapp

pikappcofc
1/7

pikappwu
Winthrop University

gtpikapp
Pi Kappa Phi at Georgia Tech

uapikappaphi

uccspikapps
University of Colorado at Colorado Springs

pikapputk
Pi Kappa Phi - Alpha Sigma