



Social Media Policy for Chapters and Clubs

- a. Review and comply with the user agreements of the social media you use, with particular attention to directives that prohibit harassment, threats of violence, discriminatory statements, and personal slurs or attacks.
- b. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched and may be required to be saved and retrieved under certain circumstances.
- c. Ensure that student privacy rights are protected as required by the Family Educational Rights and Privacy Act (FEPR). Do not describe student behavior, report grades, or provide personally identifiable information.
- d. Respect intellectual property rights, including copyrights, trademarks, trade names and trade secrets, of others and of the University. Always give other people proper credit for their work, and make sure you have the right to use something with attribution before you publish.
- e. Protect confidential or personal information you may have acquired as part of your affiliation with the University and abide by University policies regarding confidentiality of personnel information.
- f. Respect your role as an extension of the Alumni Association. Do not post negative stories or content about the University or its employees and representatives.
- g. Maintain a positive and professional approach to rivalries with other universities or sports teams.