

SOCIAL MEDIA POLICY

*For the Interfraternity Council
of MICHIGAN STATE UNIVERSITY*

*These rules **Do Not** have say in individual chapter members accounts. Chapter members can post freely to their discretion. It is advised though that chapter members keep each other accountable for what post is considered appropriate or not. IFC does not have discretion over individual accounts.*

*This policy is **ONLY** applied to IFC fraternity chapter social media public accounts. These rules are to help protect chapters from possible issues that may arise. Chapters should be careful what is put online due to the fact that people can screenshot content and spread it around.*

DEFINITION

For the purposes of this policy, social media includes any website or forum that allows for open communication on the Internet including, but not limited to:

Social Networking Sites (LinkedIn; Facebook);

Micro-blogging Sites (Twitter);

Video and photo-sharing websites (Instagram, SnapChat, YouTube)

1. THINK BEFORE POSTING

Chapters should think carefully before posting online, because online social platforms are open for all to see. Before posting anything, chapters should remember they are responsible for what is posted online. Carefully consider the risks and rewards with respect to each posting. Remember any conduct, online or otherwise, that negatively or adversely impacts the Chapter, or the Fraternity may result in disciplinary action by the Interfraternity Council. If your chapter has any doubt about what to post online, it is better not to post; once something goes online, it is difficult or near impossible to retract the information. Chapters should use their best judgment and exercise personal responsibility when posting to any social media website.

2. ACT APPROPRIATELY

Chapters should act appropriately when posting online. The values and expectations we have for the Fraternity & Sorority Community must be kept. Because online tone can be interpreted in different ways by readers, chapters should not engage in any online conduct that would not be acceptable in a place of employment; including derogatory, discriminating or stereotypical remarks, threats, intimidation, harassment, insults, slander, defamation or pornography.

3. DEMONSTRATE RESPECT

When posting anything online, chapters should always be fair, courteous and respectful to brothers, new members, women, fellow students, campus officials, alumni, and members of the general public. Chapters should demonstrate proper respect for the privacy of others. If a chapter decides to post a complaint or

criticisms, the chapter should avoid using any statements, photographs, video or audio that may be viewed as malicious, obscene, threatening, harassing or abusive to others. Chapters should refrain from engaging in offensive postings that may create a hostile and abusive environment based on race, sex, religion or any other protected class.

4. BE ACCURATE AND HONEST

Chapters should always be accurate and honest in posting any news or information to social media and quickly correct any mistakes or errors. Chapters should never post any information which is known to be false about their own chapter, other IFC chapters or other fraternities & sororities.

5. THE INTERFRATERNITY COUNCIL RESERVES THE RIGHT TO MONITOR

The Interfraternity Council reserves the right to monitor chapters use of any social media, and to take appropriate action with respect to inappropriate or unlawful postings. Every post a chapter makes can have a positive or negative impact on the image of the Interfraternity Council and Fraternity & Sorority Life at Michigan State.

6. RETALIATION PROHIBITED

We believe each chapter should keep each other accountable for social media content they decide to promote. This may mean reaching out to chapters and informing them that their content may be in violation. Any chapter who retaliates with the sole purpose of getting another chapter into trouble will be subject to disciplinary action, up to and including fines or possibly expulsion.

7. LEGAL LIABILITY

Chapters can be legally liable for what is written or posted online. The Interfraternity Council also reserves the right to discipline chapters, up to and including fines or expulsion, for any commentary, content or images that are pornographic, harassing, and libelous or for anything that creates a hostile environment based on race, sex, religion or any other protected class.

Please refer to this website for more information, section P [Protected Class].

<https://www.archives.gov/eo/terminology.html#p>

8. PROHIBITED POSTS

Social Media

- Anything in violation of FIPG policy
- Labeled content, Ex: Burnett's, Busch Light
- Kegs/wine bags
- Degrading women

Fraternity Rush Videos

- Anything in violation of FIPG policy
- Labeled content, Ex: Burnett's, Busch Light
- Kegs/wine bags
- Anything indicating alcoholic drinking games
- Degrading women

For more information on FIPG standards, please visit <http://www.fipg.org>

9. FINES

Any post or content found in violation of Section 8, Prohibited Posts, comes with a base fine of \$200. Multiple violations within any post will result in a review by the Interfraternity Council that could result in a fine of no more than \$500.

Adapted from the Omega Omega Chapter of the Pi Kappa Alpha International Fraternity.