



Office of the District Representative
Sixth District
Omega Psi Phi Fraternity, Inc.

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TO: Brothers of the Mighty Sixth District
FROM: Brian O. Beverly, Sixth District Representative
RE: Sixth District Social Media Policy
DATE: September 14, 2014

Brothers,

Reckless use of social media paints the Fraternity in a bad light. It has also proven capable of harming our great Fraternity. Accordingly, I am implementing a social media policy in the Mighty Sixth District. The policy is designed to provide guidelines for how members of this District use social media when it pertains to Omega Psi Phi Fraternity. Violations of this policy will subject a Brother to discipline pursuant to the Member Code of Conduct & Disciplinary Policy.

POLICY:

Social media are powerful communication tools that have a significant impact on the District's organizational and professional reputations. Because there may be a blurring of the lines that separate personal and professional boundaries, the Sixth District has developed this policy to promote and protect the District's interests on social media. Social media include all platforms designed to disseminate information through social interaction, created using highly accessible and scalable publishing techniques. This policy pertains to all uses of Facebook, Twitter, YouTube, Instagram, Snapchat and any other type of Social Media not listed.

1. **Confidential and Proprietary Information:** Do not post confidential or proprietary information about Omega Psi Phi Fraternity Inc., the Sixth District or any chapter within the Sixth District absent the express written permission of the District Representative. Brothers who post, send, share or otherwise divulge confidential information will be subject to disciplinary action.
2. **Copyright and Fair Use:** When posting, be mindful of the copyright and intellectual property rights

of others' materials and those of the Sixth District and the Fraternity. Users who breach copyright and intellectual property rights of others, the Fraternity and/or the Sixth District are subject to disciplinary action.

3. **Use of Fraternal Symbols:** Users are to refrain from using the Fraternity's name, escutcheon, Greek letters, service marks, motto, Cardinal Principles or any other fraternal images or iconography to promote a product, cause, business interest, political party, candidate or in any manner that defames the Sixth District and/or the Fraternity. Users who misuse the Fraternity's symbols, marks and identifying nomenclature are subject to disciplinary action.
4. **Personal Responsibility:** Web-privacy rarely exists. Therefore, users should ensure that posts promote the integrity of the Fraternity, the Sixth District and its members. Users will identify views as their own. It should be clear that the views expressed are not necessarily those of the Sixth District and/or Fraternity. Posts on social media sites should protect the Fraternity and Sixth District reputations. No user should construe any social media site as representing the Fraternity and/or the Sixth District as a whole. Users who fail to adhere to this standard for personal responsibility do so at the risk of disciplinary action.
5. **Accuracy of Information:** Users must ensure accuracy of facts before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the Sixth District and/or Fraternity in any capacity. We are all college-educated men. Social media posts should be reflective of such.
6. **Respectful Dialogue:** Because content posted could elicit comments or discussion of opposing ideas, users should make every effort to ensure that responses are considered carefully in order not to compromise the Sixth District and Fraternity.
7. **Audience:** Social media is easily available to a wide range of audiences. Users should ensure that posts will not alienate, harm or provoke members, patrons or our collaborative partners. Consider the reputation of the Fraternity and/or the Sixth District in all postings.
8. **Photography:** Users must ensure that all photographs posted generate no cause for criticism of the Fraternity or the Sixth District. All photographs should be in good taste and reflective of the good name and good will enjoyed by the Sixth District and Fraternity. Users are prohibited from posting or otherwise displaying any image that violates the Sixth District's and/or the Fraternity's Constitution and Bylaws. Users must avoid photos, feeds and/or videos depicting sexually explicit material, violence, profanity, acting like a canine, drunkenness and/or desecration of other fraternities and sororities. This is not an inclusive list.

Anything that could invite criticism of the Sixth District, Fraternity and/or its membership is prohibited. Users who fail to abide by the photography policy are subject to disciplinary action.

9. **Reporting/Reposting:** Users must ensure that the Sixth District's and Fraternity's reputations are protected at all times. Once a user views a post, feed, video or other social media that is a violation of this policy, the users must report the matter to the Sixth District immediately. Users must not repost or share any post, feed, video and/or other social media that is a violation of this policy. Users who fail to abide by this policy do so at the risk of disciplinary action.

Yours in Omega,

/s/ Brian O. Beverly

Brian O. Beverly
39th Sixth District Representative