

## MJ SORORITY INTERNET GUIDELINES\*

The internet is such a part of our everyday lives today that we tend to forget the dangers inherent in using websites, social media and other electronic communication. Any reference to [Fraternity/Sorority] will reflect upon the organization's image, both positively and negatively. [Fraternity/Sorority] owns the trademark on the organization name, letters and crest, so any misuse of the name, letters and/or crest is potentially a copyright infringement. Website pages are public documents and have a potential audience of millions, mostly non-members.

Please consult this document for suggested guidelines regarding the use of the various types of media listed below.

### *Chapter and Alumnae Websites*

- All Chapter Websites shall be in good taste and conform to all [Fraternity/Sorority] policies. All correct terminology shall be used.
- [Fraternity/Sorority] National Headquarters reserves the right to monitor and review such Chapter Websites if necessary to ensure image consistency and adherence to [Fraternity/Sorority] policies, but does not accept responsibility for the content of such Chapter Websites.
- Each Chapter Website shall provide a link to the official [Fraternity/Sorority] website (enter link here).
- All information provided on Chapter Websites shall be kept as up to date as possible and shall provide a date stamp on the website to indicate the date last modified and the author of the page. The e-mail address of the author is also encouraged.
- Each author of a Chapter Website shall revise errors as promptly as possible if found after review by [Fraternity/Sorority]. It is the author's responsibility to provide accurate and truthful information.
- [Fraternity/Sorority] desires all Websites to be linked to the [Fraternity/Sorority] Internet; however, [Fraternity/Sorority] reserves the right to remove them from the network should they be found to be in violation of the policies of [Fraternity/Sorority].
- All Websites shall not include links to personal/commercial sites that are inconsistent with the Rules. Web sites shall not engage in product endorsements or other personal/commercial advertising unless approved in writing by [Fraternity/Sorority].
- For safety and privacy concerns, members are cautioned about publishing personal information, such as addresses and telephone numbers on the Websites.
- Website modifications should be restricted to one or two individuals, preferably an officer with the Chapter.

- If a chapter does not have an official chapter house, the Chapter Website shall not make any mention of unofficial housing in which several chapter members live together. *For more information, refer to [this Position Paper on the MJ Sorority website](#).*
- Chapter Websites shall not contain any inappropriate content, including but not limited to the following:
  - Photos with alcoholic beverages or that imply the use of alcohol
  - Pictures that portray or imply any illegal activities
  - Links to/from websites other than [Fraternity/Sorority]'s website or the University website
  - Explicit language
  - Chapter minutes
  - Message boards without moderator and controlled access
  - Chapter event details
  - Ritual information

#### *Copyright and Trademarks - All Pages*

Permission is granted to collegiate and alumnae chapters to use [Fraternity/Sorority]'s copyrights and trademarks, but such permission may be revoked under intellectual property infringement law. Authors of any Website should have express permission from [Fraternity/Sorority] or the owner of the trademark or copyright when using any trademark, logo or copyrighted material. When in doubt contact, [Fraternity/Sorority] National Headquarters.

Photographs, drawings, video clips and sound clips may not be used on any Website without the permission of the person that created them or owns the rights. Every person in a photograph or video clip must sign a release giving permission. These releases shall be kept on file as long as the photo or video clip remains on the website.

#### *E-Mail*

- [Fraternity/Sorority] encourages its members to use e-mail accounts as a communication tool and an efficient way to disseminate information.
- E-mail messages or attached files pertaining to [Fraternity/Sorority] business should be in compliance with all [Fraternity/Sorority] policies.
- E-mail messages and attached files shall not contain written words of ritual or any references to ritualistic services.
- E-mail messages and attached files shall not contain any pictures or words that are in bad taste or obscene in nature and profanity is prohibited.

#### *Chat Rooms*

- [Fraternity/Sorority] members are encouraged to enter into any public chat room at their discretion. All discussions should comply with [Fraternity/Sorority] policies. Problems and complaints should not be discussed with other chapters via online services as they are not completely secure despite best efforts. Private chat rooms are password protected. Computer accounts and passwords that are assigned to individual members should not be shared with others, especially those that are not members of Kappa [Fraternity/Sorority].

- The written word of ritual or reference to any ritualistic service is forbidden in public and private chat rooms.
- Profanity, obscenity or words of pornographic nature are strictly forbidden in both public and private chat rooms.

#### *Sanctions*

Each member is also encouraged to abide by any campus Panhellenic rules, university policy and any and all applicable Federal, state and local laws, especially those governing computer and telecommunication use, privacy and publicity rights and defamation.

***\*Thanks to Kappa Delta Sorority for the information used to develop this checklist.***

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