



PHI BOOTA ROOTA NATIONAL PERCUSSION FRATERNITY

SOCIAL MEDIA GUIDELINES

Article I. Introduction

- a. Today, social media is an expansive medium used by many for global communication and the exchange of ideals. While this resource is utilized by many who represent the Fraternity, there are certain concepts that should be considered when interacting online. The Phi Boota roota National Percussion Fraternity social media guidelines will serve as reasonable expectations and considerations that each member should take when representing the Fraternity on social media. Whether that be on their individual accounts or when administering accounts under the official Phi Boota roota name.

Article II. Definition of Social Media

- a. Merriam-Webster's dictionary defines social media as forms of electronic communication, such as websites for social networking and microblogging, through which users create online communities to share information, ideas, personal messages, and other content, such as videos and pictures.

Article III. Disclaimers

- a. All social media accounts operating under the trademarked brand of Phi Boota roota National Percussion Fraternity will act in compliance to federal and fraternal laws. Social media posts of photos, or other content, should not be posted if it violates intellectual property, or copyright laws. Unless, the person who posted said content owns it, or controls the rights to it, or has otherwise received express written consent, from the content owner, to use it. This applies to all media found on websites such as Google, or elsewhere online.
- b. Any, and all, views and ideals expressed by individual members of Phi Boota roota National Percussion Fraternity **do not** reflect the views and ideals of the fraternity as a whole and are solely those of the individual.
- c. At NO point in time does any one member of Phi Boota roota National Percussion Fraternity represent, or speak, on behalf of the fraternity as a whole. Any official statements or press releases from the fraternity will be approved, delivered, and signed by the National Executive Committee (NEC).

Article IV. Social Media Guidelines for Group Administrators and Users

- a. Members of Phi Boota roota National Percussion Fraternity will utilize social medias in a professional manner.
- b. Members of Phi Boota roota National Percussion Fraternity will refrain from publicizing the following behavior/imagery in any form of media while representing the fraternity from an official social media account under the name of the fraternity:
 - i. Abuse of alcohol/narcotics of any illegal substance.
 - ii. Any paraphernalia related to the probationary membership process/rituals.
 - iii. Abuse of fraternity letters and regalia.
 - iv. Probationary member abuse.
 - v. Content deemed “Not Safe For Work” (NSFW), such as:
 1. Acts of violence and/or discrimination.
 2. Criminal activity.
 3. Nudity, sex, or pornographic content.
 4. Profane/Inappropriate language, gestures, or text.
- c. Suggested social media posts should promote:
 - i. Recruitment events.
 - ii. Accomplishments of brothers, undergrad or alumni.
 - iii. Brotherhood events.
 - iv. Philanthropic events.
 - v. Fraternal opportunities.
- d. Members should avoid posts that include:
 - i. Promotion of parties or events that will have alcohol or underage attendants.
 - ii. Glorifying alcohol, illegal substances, or their misuse.
 - iii. Anything that involves sharing of the Fraternity’s Ritual or Ritual meanings.
 - iv. Biased political, social, or personal views.
 - v. Spammed content irrelevant to the organization and it’s goals.
- e. Members who witness violations to these guidelines are expected to report them to the National Webmaster. The National Webmaster will then review the issues and resolve them with the chapter in question.

Article V. Creating a Phi Boota roota Chapter Social Media Page

- a. Chapters of Phi Boota roota may create, and operate, a social media page using the name “Phi Boota roota,” or any abbreviations set in the organization’s Articles of Incorporation, if the following criteria are met:
 - i. The chapter is in active status with Phi Boota roota (i.e. has paid national dues, is not in reformation or suspended status, has attended a recent UniPhi convention, etc.)

- ii. The chapter has an elected officer to control the outputs of the chapter's social media accounts. These responsibilities are to be handled at the discretion of the chapter officials.
 - iii. The social media account has been approved by the National Webmaster. It is the responsibility of the chapter to contact the National Webmaster when creating a new social media account. Failure to do so may result in a cease and desist of the chapter social media account.
- b. It is the responsibility of all members to be aware of the United States Trademark Rights when using the social media under the properties trademarked by Phi Boota roota National Percussion Fraternity. Trademark rules may slightly vary on different platforms.
- c. It is the responsibility of all members to be aware of how their social media platforms enforce trademark rules. Common forms of brand appropriations may include:
 - i. Unauthorized distributors using the Phi Boota roota trademarked logos and titles on their social media advertisements.
 - ii. Social media accounts that use the names trademarked by Phi Boota roota.
 - iii. Modification of trademarked logos being passed off as original content.
- d. Members who witness the appropriation of the Phi Boota roota trademark are expected to report them to the National Webmaster, or member of the NEC. The NEC will review and resolve any trademark infringement.
- e. Chapter crests and logos are protected under United State Copyright Laws. However, any chapter crests and logos not approved by the NEC are subject to trademark infringement. It is the responsibility of the copyright owner to understand their rights when utilizing social media.
- f. All Chapter social media posts will be monitored annually by the National Webmaster or appointed chair.
- g. Accounts existing prior to this document must submit social media accounts to be reviewed by the National Webmaster. Failure to submit may result in a cease and desist.