

INTERNET/TECHNOLOGY/SOCIAL MEDIA POLICY

- A. This policy applies to Sigma Delta Tau Internet, Technology and Social Media usage, heretofore named “SDT Internet,” which is defined as the public and private sides of the sigmadeltatau.org website, any collegiate or alumnae chapter website, any individual websites which reference Sigma Delta Tau or use Sigma Delta Tau marks, any public website (including chat rooms and photo storage sites) where members identify themselves as Sigma Delta Tau members (including University websites promoting Fraternity & Sorority life), any social media websites, and any e-mails or instant messaging services referencing membership in Sigma Delta Tau.
- B. Sigma Delta Tau Sorority is the rightful owner of the name “Sigma Delta Tau,” the Greek letters Sigma Delta Tau, the crest, the torch symbol, the new member pin and the badge. These marks have acquired a secondary meaning and have engendered good will associated with the marks which Sigma Delta Tau must protect and maintain in order to preserve its intellectual property rights.
- C. Impermissible Use
1. The Sigma Delta Tau Internet may not be used for any purpose which is: 1) illegal, immoral, unethical, dishonest, and/or damaging to the reputation of Sigma Delta Tau Sorority; 2) inconsistent with the mission of the Sorority; or 3) likely to subject the Sorority to liability. Impermissible uses include but are not limited to the following:
 2. Harassment
 3. Libel or slander
 4. Fraud or misrepresentation
 5. Unauthorized copying or transmission of copyright-protected items
 6. Use of Sigma Delta Tau Sorority’s trademarks, logos, insignia, or copyrights without prior approval of the National Headquarters
 7. Use of Sigma Delta Tau Sorority’s membership information for nonsocial (i.e., commercial) purposes
 8. Posting or sending obscene, pornographic, or offensive material
 9. Posting or sending material that does not comply with the mission or values of Sigma Delta Tau Sorority

10. Posting pictures or content on general websites can constitute impermissible use; therefore, discretion should be used in posting to such sites. Pictures or content that are found on general websites which depict possible violations of National Risk Management Policies by collegiate members or chapters will be referred to the National Headquarters for violating Sorority policies. If chapters choose to utilize online photographers for events, photos must be in good taste and must be posted in a password-protected environment.

D. Chapter and individual websites, as well as all social media accounts, must:

1. Comply with all applicable federal, state, provincial, and local laws, university policies, Panhellenic rules, Sigma Delta Tau Sorority National Policies, and these requirements.
2. Be registered with National Headquarters and include account name, e-mail address, and/or other contact information. Contact information must be kept current and readily accessible via QL. The chapter must select one member to serve as the liaison for all Sigma Delta Tau Internet inquiries.
3. Website home pages must include the website address, date of last update, a link to the official Sigma Delta Tau Sorority website (www.sigmadeltatau.org), and webmaster contact information.
4. Portray the image of the chapter and Sigma Delta Tau Sorority in a positive manner. For example, photographs, text, or graphics must not be defamatory or depict or reference vulgar or offensive material, foul language, nudity, criminal activity, alcohol, or drugs.
5. Use the Sorority's correct terminology. Examples include: "alumnae" rather than "alumni;" "members, collegians, sisters, initiated members" when referring to initiated members, not "actives;" "recruitment" rather than "rush;" "new members" rather than "pledges;" "potential members" rather than "rushees;" "National Headquarters, National Office or National Council" rather than "Nationals."
6. Not refer to and/or publish ritual materials or other confidential information.

7. Not be used for personal, commercial, political, or religious purposes, including product endorsements or other advertisements, nor linked to any unlicensed vendor of Sigma Delta Tau Sorority.
8. Adhere to Graphic Standards to ensure consistency with the National Organization.
9. Limit the posting of personal information in consideration of the personal safety and privacy concerns of members.
10. A password-protected area is permissible on a collegiate/alumnae chapter website. The chapter's president is responsible for providing a user name and password to the chapter's assigned Chapter Advisor to monitor the password-protected area.
11. Not post any Sigma Delta Tau publications, official correspondence, or sections of the Sigma Delta Tau Torch without express written permission from the Executive Director of Sigma Delta Tau.
12. Not violate the rights of other copyright and trademark owners. Permission must be obtained from the owner prior to using material protected by copyright or trademark law.
13. Convey only correct and current information about the National Organization and the undergraduate or alumnae chapter.
14. Include a disclaimer on the website and social media websites indicating the pages are not "official," and the author is solely responsible for the content. Sigma Delta Tau Sorority does not accept responsibility for the content of chapter and individual websites.
15. Not link to any other collegiate chapter, alumnae chapter, or individual member website other than the chapter's sister collegiate/alumnae chapter.

16. Comply with these requirements in order to use the Sorority's marks on a website. Such permission may be revoked under trademark or copyright laws.

E. Internet and Related Technologies Policy Violations

F. Sanctions for Internet and Related Technologies Policy Violations not appropriately handled by the chapter's Standards Board may include any or all of the following:

1. A letter of warning from the Board of Directors
2. Restricted social privileges
3. Being placed on National Supervision or Probationary status
4. Ineligibility for National awards
5. A required workshop facilitated by a National Council Member or their approved representative with all travel and expenses paid by the chapter
6. Removal of Chapter Officers and election of new officers
7. Members involved in the incident may be disciplined as appropriate, including probation, suspension or dismissal as provided in the Bylaws
8. Withdrawal of charter by National Board of Directors
9. Any other action which may be deemed necessary