

**Policy Name: Picture & Social Media**

Effective Date: August 2016

Revised: N/A

**Purpose**

This policy was established to protect and maintain the professional image of Kappa Psi Pharmaceutical Fraternity, Incorporated (which hereinafter may be referred to as the Fraternity) and its members to ensure that all images and forms of expression are in accord with the spirit of the Fraternity's risk management standards. With a diverse and ever increasing amount of platforms available for members, it is important to ensure that all participation follows the viewpoints and standards expected of the Fraternity and any of its members, and that all obligations and liabilities are considered before presenting the material to the public. The policy is not meant to prohibit nor restrict individual members from displaying Fraternity-related photos and messages on various forms of social media, as long as they do not harm or misrepresent the professional image of the Fraternity or any of its members.

**Policy**

This policy shall apply any time the Fraternity (including, but not limited to, the crest, Province and/or Chapter letters, name, words, phrases, symbols, etc.) are included as the caption of a picture or album, and/or seen within the picture itself.

Members are encouraged to carefully evaluate any picture or topic before publishing the material. Members are encouraged to verify appropriateness of pictures and topics with any available resource including, but not limited to: other members of the Fraternity, Grand Council Deputies, and Province or International officers before publishing. When in doubt, members are encouraged to refrain from posting. Any member who feels that a posted message and/or image is objectionable is encouraged to contact The Central Office and/or the National Executive Committee immediately.

**Sharing of Images**

It is important for members to realize that anything put on the Internet is permanent and can be found, regardless of the level of security place upon the files. It is important for members to protect their own images, as well as the image of the Fraternity as a whole by ensuring all pictures represent the professional image of the Fraternity. Although not explicitly covered by this policy, the Fraternity encourages all of its members to follow the same recommendations in their personal lives as they are always a representative of the Fraternity, regardless of the setting. All platforms, including, but is not limited to:

- Fraternity, Province, Chapter or Individual websites and social media pages
- Fraternity, Province, Chapter or Individual publications including magazines (including The Mask and other news outlets), texting, Province or Chapter slideshows, Province or Chapter reports, and other printed documents that are often seen by faculty members, parents, future employers, and others.

The guidelines for any picture shall include, but is not limited to:

- No alcohol in pictures, including the foreground or background of pictures. This includes, but is not limited to:
  - Bottles, kegs, cans, or clear cups that contain beer or other obviously alcoholic beverages
  - Pictures of drinking games, beer bongs, or other devices meant to allow the consumption of large amounts of alcohol in a short period of time
  - Any clearly intoxicated individual
- No sexist photos, including anything that can be construed as sexual harassment
- No overtly sexual material
- No obscene gestures or any gesture that may have a double meaning (understood or not) and may reflect poorly on the name of the Fraternity
- No racist or discriminatory pictures
- No illegal activities or paraphernalia, including anything that may violate Federal, State, Local, or University laws, rules, and/or regulations
- No pictures that depict actions in violations of any of the Fraternity's policies

### **Social Media Usage**

It is the responsibility of all members of the Fraternity utilizing various social media sources to abide by the terms set forth by this policy, as well as all others (i.e. the Kappa Psi Risk Management policy). Social media may include, but is not limited to, the personal/Fraternity websites, including: Facebook, Twitter, Google +, LinkedIn, Flickr, YouTube, Wikipedia, WordPress, Blogger (or other blog forums), Snapchat, Pinterest, Foursquare, Tumblr, Instagram, Yik Yak, Myspace, and Tinder.

Each of these areas may or may not require various levels of approval regarding their use. Please contact The Central Office, Grand Regent, and/or Grand Vice-Regent regarding the use of these materials. While Chapters, Provinces, and the Fraternity-at-Large may initiate their own individual social media sites, the Grand Regent and/or his/her designee(s) will be responsible for maintaining and upholding the designation of the official International Fraternity social media pages (i.e. Facebook, Twitter, etc.).

When using social media, in any way associated with the Fraternity, members shall proceed as followed:

- Follow all applicable state, federal, university/college/school of pharmacy rules, faculty/staff handbooks, regulations, and policies (such as FERPA, HIPAA, and NCAA regulations).
  - Any content and/or online activity created by a poster or site moderator that violates these ordinances, or contains/leads to the release of a student's private and personal information is strictly prohibited and should be removed. These are to be followed in conjunction with any applicable institutional guidelines or policies that have been implemented for Collegiate and Graduate chapters with whom there may be affiliations. If the institution requirements are more stringent than the Fraternity's policy, then they must be followed accordingly.

- Any member commenting on the Internet or any social media outlet about the Fraternity, Provinces, Chapters, individual members, or anything related to the Fraternity should only do so within the scope of their role within the Fraternity.
  - Consider the high levels of professionalism and the expectations regarding being a member of the Fraternity when commenting, posting photos/pictures, and/or advertisements.
- Materials posted in relation to the Fraternity should be professional and courteous at all times. Consider that this information may be viewed by other pharmaceutical fraternities, Universities/Colleges/Schools of Pharmacy, organizations, or institutions.
- Ritual-related information should never be posted in any social media setting, forum, or blog. Consult the Grand Ritualist if unsure if information is appropriate to post.
- Consider any conflict of interest use of social media or blogs. Refer to your institution, the Fraternity's Constitution and By-Laws, local ordinances, policies, and any other guidelines that refer to this matter.
- If a social media member or the press contacts members of the Fraternity about inappropriate posts made in social media outlets that relates to the Fraternity in any way, it is the responsibility of the member, Chapter, or Province to alert The Central Office, Grand Regent, and/or Grand Vice-Regent before responding.
- Refer to the Constitution and By-Laws regarding trademark use of the various logos of the Fraternity (i.e. letters, crest, etc.).
- When utilizing personal social media, use personal email accounts and not the Fraternity-associated ones. Refer to the Email Authorization and Liability Policy.
- Ensure that all forms of expression:
  - Are not profane nor offensive
  - Are in context to the site or discussion thread
  - Respects the privacy of the Fraternity, Province, Chapter, and its members.
- Members of the International Fraternity's social media sites/pages (i.e. Facebook, Twitter, etc.) must be Brothers of the Fraternity.
- Any person(s) requesting addition to the Fraternity's social media sites/pages must be approved by either the Grand Regent and/or his/her designee(s). This is to verify that person(s) requesting addition are Brothers of the Fraternity.
- The International Executive Committee and The Central Office reserve the right to remove/delete posts, photos/pictures, advertisements, etc. that are in direct conflict with the Constitution and By-Laws, Risk Management Policy, Picture Policy, or are deemed to be unprofessional/inappropriate.

### **Policy Violation(s)**

Violation of this policy shall lead to the following actions:

- Violation of the policy on the International Website or Official Social Media Pages:
  - First violation – the post will be removed and the member will be sent a copy of this policy as a reminder.
  - Second violation – the member's rights to access/post to that platform shall be revoked.

- Violation of the policy on any other platform:
  - First violation – the member will be asked to remove their post and a copy of this policy will be sent as a reminder.
  - Second violation – the member shall be referred to their Chapter and Grand Council Deputies (for collegiate members) for appropriate discipline under the purview of the Chapter as stated in the Constitution and By-Laws.
- The Fraternity may be required to reveal any member of the Fraternity's identity (or required information known about the member) in the event of a legal action arising from the said material in accordance with local, state or national laws.

## **References**

1. MUSC – MUHA & University Social Media Guidelines. <http://academicdepartments.musc.edu/musc/news/Social%20Media%20Guidelines%202-28-13.pdf>. Revised Feb. 2013. Accessed March 10, 2015.
2. American Society of Health-System Pharmacists. ASHP statement on use of social media by pharmacy professionals. *Am J Health-Syst Pharm*. 2012; 69:2095–7.
3. Kappa Psi Pharmaceutical Fraternity, Inc. International Policy of Risk Management. <https://kappapsi.org/img/uploads/files/risk%20management/rm.policy.pdf>. Updated January 1, 2004. Accessed March 10, 2015.
4. University of Houston Social Media Policy. <http://www.uh.edu/policies/social-media/index.php#Popular%20social%20media%20platform%20how-to%20and%20best%20practice%20guides>. Accessed March 10, 2015.
5. Guidelines for Mayo Clinic Employees. <http://sharing.mayoclinic.org/guidelines/for-mayo-clinic-employees/> Accessed March 10, 2015.
6. The University of Rhode Island Student Handbook <http://web.uri.edu/studentconduct/files/2015-2017-Student-Handbook.pdf>. Revised Jan. 1, 2016. Accessed Feb. 22, 2016.
7. The North-American Interfraternity Conference Standards. <http://www.nicindy.org>