

Beta Alpha Psi Social Media Policy for Official Accounts

I. Introduction

Beta Alpha Psi has established guidelines to provide helpful and practical advice for operating on behalf of Beta Alpha Psi on all official social media accounts. We engage with our members, Board of Directors, Professional Partners, and alumni beyond regional and annual meetings: we are on Facebook, Twitter, YouTube, Vimeo, Instagram and LinkedIn. All official social media accounts (“Beta Alpha Psi International”) should be managed by the Executive Office only. No students, members, candidates, alumni, Professional Partner or Board of Directors should manage/own any official Beta Alpha Psi social media accounts.

II. Guidelines

1. Rules and Regulations

- a. Brand guidelines
 - i. When using the Beta Alpha Psi name, it must always accurately represent the latest brand guidelines (can be found [here](#)). The official name of Beta Alpha Psi must be mentioned initially before referencing “BAP”.
 - ii. All social media accounts using the name “Beta Alpha Psi” along with their chapter name must adhere to the terms and conditions for each social networking site and follow the Beta Alpha Psi brand guidelines (proper logo, colors, etc.).
 - iii. Follow all terms and conditions for each social networking site.
 - iv. All content shared on Beta Alpha Psi social media accounts (on official pages and chapter level pages) should reflect the mission and values of Beta Alpha Psi.
- b. Etiquette and engagement
 - i. Beta Alpha Psi will not tolerate any form of discrimination (including age, sex, race, color, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).
 - ii. Keep the conversation relevant to the community and contribute to the dialogue. Beta Alpha Psi reserves the right to remove content that is off-topic, out of context, spam, promotional or links to third party sites.
 - iii. Beta Alpha Psi reserves the right to remove content posted on any of our social media accounts that violate any of the guidelines listed within this policy.
 - iv. We have a dedicated staff person responsible for engaging with our followers on all our social media platforms. To avoid confusion, we ask that no one else attempts to respond to follower inquiries or comments directed to Beta Alpha Psi, with the exception of the Beta Alpha Psi Executive Director.
 - v. Ensure all posts do not create a real or perceived conflict of interest.
 - vi. No contests/promotions can be held without the approval of the Beta Alpha Psi Executive Office.
- c. Consequences
 - i. The Beta Alpha Psi Executive Office reserves the right to review incidents as they occur to determine the consequences.
- d. Social media for personal use
 - i. Beta Alpha Psi supports personal use of social media accounts. However, please always represent the values and mission of Beta Alpha Psi.

2. Roles and Responsibilities

- a. Crisis response
 - i. In the event of an emergency, the Beta Alpha Psi Executive Office will provide official information on social media accounts as necessary.
- b. Customer service
 - i. Be polite and courteous, even if you disagree with someone’s comment on social media. Excessive name calling, profanity, fighting words, discriminatory epithets, sexual harassment, bullying, gruesome language or the like will not be tolerated.
- c. Staff training
 - i. Only the Executive Office has permission to post on Beta Alpha Psi official social media accounts.
 - ii. To use any social media account titled “Beta Alpha Psi International” (not referencing chapter level social media accounts), you must be approved and trained.

3. Potential Legal Risks

- a. Crediting sources
 - i. The posting and presence of content on our social media accounts does not necessarily mean that Beta Alpha Psi agrees with all of the content or ensures its accuracy.
 - ii. Any/all content posted on Beta Alpha Psi social media accounts will respect copyrights, trademarks, rights of publicity and other third-party rights.
- b. Employee disclaimers
 - i. If you are an employee of Beta Alpha Psi or volunteer on the Board of Directors or Professional Partners, please be transparent and state your affiliation with Beta Alpha Psi. Never represent yourself or Beta Alpha Psi in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
- c. Confidentiality
 - i. In any and all interactions, make sure that you don't share confidential or private information about Beta Alpha Psi's business operations, products, services or customers; respect financial disclosure laws and respect our followers privacy.

4. Security Risks

- a. Create secure passwords
 - i. It is important to use strong, unique passwords when establishing social media accounts. Only the Executive Office of Beta Alpha Psi has the password information for all official social media accounts.
- b. Social media account access
 - i. Beta Alpha Psi recommends that no more than 2-4 staff members have access to the login information and/or administrator access to a social media account.
 - ii. Do not create a "Beta Alpha Psi International" page if you are not affiliated with the Executive Office. The Executive Office maintains the right to manage/own all social media accounts that have the official title. Individual chapters may manage their own social media accounts, while still abiding by the Beta Alpha Psi rules and brand guidelines.

5. Accountability

- a. Remember, the Internet is permanent. When in doubt, do not post. Contact the Beta Alpha Psi Executive Office with questions.