

Social Media Policies

These Social Media Guidelines are based on the values and purposes of Tau Beta Sigma and Kappa Kappa Psi. The below guidelines are designed to advance the interests of our organizations, its members, and chapters. They encourage chapters to be active participants on social media to interact with their members, peers, and community in accordance with the ideals of the Sorority and Fraternity.

This resource contains the following:

- Guidelines for chapter social media accounts
- Tau Beta Sigma & Kappa Kappa Psi style guidelines
- Social Media Platforms, and tips for usage
- National Accounts

General Guidelines:

- Chapters should use their social media accounts to further the ideals of Tau Beta Sigma & Kappa Kappa Psi, support their College or University band programs, promote chapter events, and showcase the service and leadership of their chapter members.
- Chapters are encouraged to ensure that all advertisements, promotions of events, and other public posts are in good taste and in alignment with the expectations of the chapter, university, and National Chapters of Tau Beta Sigma & Kappa Kappa Psi.
- Chapters should review College/University Social Media and Risk Management policies (if any) and be sure that chapter content does not violate any of these policies.
- Chapters should review the Tau Beta Sigma and Kappa Kappa Psi Risk Management policies to ensure that chapter social media content does not violate any of these policies.
- Chapters should review the Tau Beta Sigma and Kappa Kappa Psi Branding Guidelines to ensure that your chapter is using our crests, logos, and visual elements of the Sorority or Fraternity in the correct manner.
- Chapters may not use official chapter social media accounts to promote a political party or candidate.
- Do not reveal any Sorority or Fraternity secrets on social media platforms. This includes pictures with ritual items present, any secrets of the Sorority or Fraternity, Sorority or Fraternity business discussed during chapter meetings.
- Privacy on social media is very low, so make sure your chapter members consent to having pictures of them being posted on chapter accounts prior to posting.
- Chapters are encouraged to reach out to their respective national officers if they are unsure of any of the previously mentioned points. It is a safe practice to perform an audit of chapter posts, images, and logos.

Official Style Guidelines

When creating content for chapter social media outlets, official invites for recruitment and Sorority or Fraternity events, please review the national style guidelines to ensure that your content is in line with the Tau Beta Sigma or Kappa Kappa Psi styles.

Trademark Regulations:

Users of our official graphics are to use them appropriately. In addition, please be advised to not use the trademarked images of others, to ask permission of the owner(s) of the digital content, and credit the original owner(s).

Tau Beta Sigma Style Guidelines:

Tau Beta Sigma has developed a graphic standards manual to help all members, volunteers, designers, and licensed vendors to manage and implement Tau Beta Sigma's style identity.

The Sorority has outlined in this manual its primary visual elements as well as instructions on how to use them properly across multiple platforms. These guidelines and brand elements will be regularly reviewed over time, changes being made when necessary. Check the National website at www.tbsigma.org to make sure you have the most recent version of this standards manual.

Please review the Tau Beta Sigma Style Guidelines Manual visit <http://kkytbs.org/Downloads/TBS-BrandGuidelines.pdf> to ensure that your chapter is familiar with the TBS Brand, and the usage of our sorority crests and logos, official colors and fonts. If you have any questions, need to confirm acceptable usage or need to obtain an authorized graphic, please contact the Publications Manager at National Headquarters at (405) 372-2333 or email podium@kkytbs.org.

Kappa Kappa Psi Style Guidelines:

Kappa Kappa Psi's brand expression can be summed up as:

MUSICIANSHIP. LEADERSHIP. SERVICE.

This brand statement ties together statements reflective both of what we stand for, and how we affect our communities and membership. Kappa Kappa Psi is a guiding light with which band students can grow, learn, and develop themselves and their band programs. Kappa Kappa Psi is an organization of opportunity and quality, brimming with historic, well-developed leadership and membership programming that students use to become great leaders, better band members and better adapted young adults prepared for what lies ahead of them.

Like the members themselves, Kappa Kappa Psi's brand promise is indicative of what makes a great student and band member and of a promising future. Kappa Kappa Psi's engagements are always evolving – dynamically and proactively in response to its students and the times in which they live – but this brand shows the pillars with which our students “Strive for the Highest.”

Please review the Kappa Kappa Psi Style Guidelines by visiting http://kkpsi.org/files/BrandingStandards_2013-2017.pdf to ensure that your chapter is familiar with the KKPsi Brand, and the usage of fraternity crests and logos, official colors and fonts. If you have any questions, need to confirm acceptable usage or need to obtain an authorized graphic, please contact the Publications Manager at National Headquarters at (405) 372-2333 or email podium@kkytbs.org.

Chapter Accounts:

Chapters are encouraged to create social media accounts on the following platforms to bring awareness to their chapter and its events, provide a location for communication within the chapter and event attendees, and as a social platform for historical purposes. Please review the below guidelines and tips in the creation and maintenance of your social media accounts.

Login Credentials:

One danger of chapter accounts is that someone starts them, passes on the login credentials once or twice, then everything gets lost. Keep the login credentials with all of your important chapter information, to make sure it doesn't get lost. It also might be prudent to assign a public relations chair to these tasks, or maybe the secretary for smaller chapters.

Naming your chapter's account:

Chapters accounts should include a reference to the chapter name specifically - It should be clear to everyone that the account belongs to a chapter of Tau Beta Sigma or Kappa Kappa Psi and does not represent the entire Sorority or Fraternity. Please use the below variations for naming your chapter social media profiles. These formats immediately identify your chapter, and allow followers to find your page with ease.

Facebook Page and Group Examples:

Tau Beta Sigma - Zeta Zeta Chapter
Zeta Zeta Chapter of Kappa Kappa Psi
Tau Beta Sigma- Stillwater University

Instagram or Twitter Handle Examples:

@Zeta_Zeta_KKPsi
@ZetazetaTBS
@KKYZZ
@TBS_StillwaterU

Facebook

As one of the most used social media sites, Facebook is a great location for your chapter to promote events, showcase your members, and further the ideals of Tau Beta Sigma and Kappa Kappa Psi. So that your chapter can have an optimal reach, create a Facebook Page versus a group, and promote it to gain readership within the Sorority or Fraternity and your community.

Facebook Page:

- A Facebook page is a public space for you to post information about your chapter.
- Use this platform to share information about Tau Beta Sigma and Kappa Kappa Psi, and to showcase your chapter and its members to prospective members, alumni, and your community.
- This is a great place to promote activities that your chapter will conduct for the band and even recruitment activities you would like to promote for prospective members.
- Invite Members of your District, Chapter Alumni, and Local Band Program to “Like” your Chapter’s Facebook Page.
- People who “like” your chapter’s Facebook Page can comment on the posts and page, so monitor the conversation for any inappropriate content.

Facebook Group:

- Facebook Groups are an ideal location for communication between chapter members, and alumni. Many chapters have multiple Facebook Groups to cater to specific membership groups of their chapter to include an Alumni group, Active Chapter group, or even a social group.
- This platform can be used to send updates to members on service projects and meetings, and sharing ideas for events, and other sorority activities.
- It is encouraged to keep the official group as business oriented so that information is presented easily and without distraction.
- Due to the sensitivity of some of the content shared in the group, make this private and add qualifying questions in case non-members try to join the group.

Twitter

Twitter is the place to find out about what's happening in the world right now. With up to 280 characters or less, you can provide a quick snapshot of what is happening with your chapter, share images, link in information, and host polls for your followers.

Tips for Twitter Usage:

- Use Twitter to promote news and events for your band and university.
- Promote chapter events and activities for your local followers to attend.
- Showcase your members by linking in member spotlights from your chapter Facebook Page or Instagram.
- You can retweet updates from other chapters, or district profiles, and especially from the official TBS twitter: @TauBetaSigma.
- Followers on Twitter may not always be people you know, or are affiliated with Tau Beta Sigma. Block followers that are deemed inappropriate if seen by others viewing your followers list.

Instagram

Instagram is an internet-based photo-sharing application and service that allows users to share pictures and videos with their followers.

Tips for Instagram usage:

- Instagram is the most visual platform for your chapter to use to showcase your chapter.
- Post chapter photos, members spotlights, and event pictures on your Instagram to share with your followers.
- Tag Sorority related photos with @Tau_Beta_Sigma, #Taubetasigma, or any season specific hashtags to share your photos with Sisters across the country.
- You can connect your Chapter Instagram with your Twitter and Facebook profiles, to allow an ease of posting on your social media profiles.
- A Chapter has the right to decide if they would like to create a private or public Instagram account. Your account will be searchable, but whoever manages your Instagram will have to accept or deny followers.

Official Tau Beta Sigma Social Media Profiles:

Facebook Page: www.facebook.com/taubetasigma

Twitter: @TauBetaSigma

National President Twitter: @TBSNatPres

National Vice President for Colonization and Membership Twitter: @TBSNatVPCM

National Vice President for Special Projects Twitter: @TBSNatVPSP

Instagram: @Tau_Beta_Sigma

YouTube: www.youtube.com/4gr8rbands

Popular Tau Beta Sigma Hashtags for engagement:

#4gr8rhalftime	#4gr8rbands	#TauBetaSigma
#4gr8rservice	#TBSFocuson5	#TBSigma
#4gr8rsisterhood	#4gr8rleaders	#4gr8rbandcamp
#4gr8rpaperwork	#MLITB	#takeastand4TBS

Any questions? Please email Leslie Gartin, National Vice President for Communication and Recognition, with any questions regarding our Social Media Guidelines at lesler@tbsigma.org.

Official Kappa Kappa Psi Social Media Profiles:

Facebook Page: www.facebook.com/KappaKappaPsi

Twitter: @KappaKappaPsi

Instagram: @kappa.kappa.psi

YouTube: www.youtube.com/KKPsiTV

Popular Kappa Kappa Hashtags for engagement:

#KKPsi	#KKPsi100	#KappaKappaPsi
#AEA	#KKY	#HIRL
#Brotherhood	#Musicianship	#Leadership
#Service	#MLITB	#PreserveTheHonor

For further guidance and help developing your social media and communications plan, please reach out to your Vice President for Student Affairs, Bang Co (bangco@kkpsi.org).



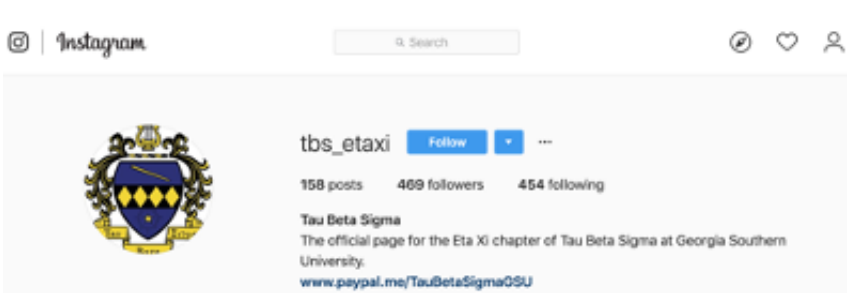
Official KKY/TBS National Headquarters Social Media Profiles:

Facebook Page: www.facebook.com/kkytbsHQ

Twitter: @KKYTBSHQ

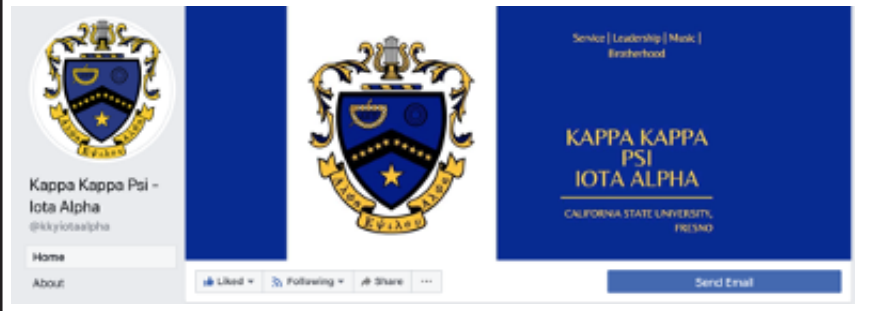

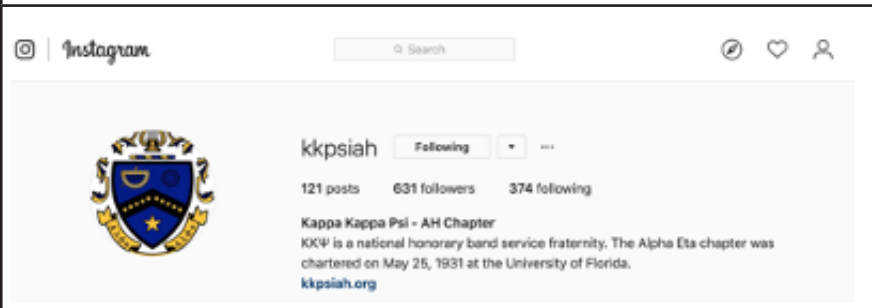
For more information on HQ social media and communications, please reach out to National Publications Manager and Multimedia Developer, Robert Bratcher (podium@kkytbsHQ.org).

Examples (Tau Beta Sigma):

Facebook	 The image shows a Facebook profile for the Tau Beta Sigma Rho Chapter. On the left is the chapter's crest, which features a shield with a blue top section containing a white diagonal line and a yellow bottom section with a blue triangle and a white star. To the right of the crest is a photograph of a field of red and white tulips in front of a stone archway. The profile name is "Tau Beta Sigma Rho Chapter" with the handle "@TBSRho" and a "Home" button below.
Twitter	 The image shows a Twitter profile for TBSigma ZetaDelta. The header image is a group of students holding up their chapter's artwork. Below the image is the chapter's crest. To the right of the crest is a blue "Following" button with a notification bell icon. The profile name is "TBSigma ZetaDelta" with the handle "@ZetaDelta_TBS".
Instagram	 The image shows an Instagram profile for the Eta Xi chapter. The profile picture is the chapter's crest. The name is "tbs_etaxi" with a blue "Follow" button. Below the name, it shows "158 posts", "469 followers", and "454 following". The bio reads: "Tau Beta Sigma The official page for the Eta Xi chapter of Tau Beta Sigma at Georgia Southern University. www.paypal.me/TauBetaSigmaGSU".

Images above are samples from real and active chapters: Rho, Zeta Delta, and Eta Xi (top to bottom). Note how they utilize some variation of "TBS" and their chapter designation in their handle.

Examples (Kappa Kappa Psi):

Facebook	 <p>The Facebook profile for Kappa Kappa Psi - Iota Alpha features a circular profile picture with the organization's crest. The name is "Kappa Kappa Psi - Iota Alpha" with the handle "@kkpsiotaalpha". The cover photo is a blue banner with the crest and the text "KAPPA KAPPA PSI IOTA ALPHA" and "CALIFORNIA STATE UNIVERSITY, FRESNO".</p>
Twitter	 <p>The Twitter profile for KKPsi - Gamma Zeta shows a group photo of members. The profile picture is the crest. The name is "KKPsi - Gamma Zeta" with the handle "@kkpsigammazeta". The bio states: "We are brothers of the Gamma Zeta Chapter of Kappa Kappa Psi National Honorary Band Fraternity, Inc. founded at Lamar University on March 18, 1954". Location is "Beaumont, TX", born date is "March 18", and joined date is "April 2016".</p>
Instagram	 <p>The Instagram profile for "kkpsiah" features the crest as the profile picture. The name is "kkpsiah" and the bio reads: "Kappa Kappa Psi - AH Chapter. KKP is a national honorary band service fraternity. The Alpha Eta chapter was chartered on May 25, 1931 at the University of Florida. kkpsiah.org".</p>

Images above are samples from real and active chapters: Iota Alpha, Gamma Zeta, and Alpha Eta (top to bottom). Note how they utilize some variation of "KKPsi" and their chapter designation in their handle.