

# DELTA SIGMA PI

## Website Guidelines

Updated on July 2012

This manual is designed to be a **quick reference** guide of **tips and good habits** for attaining the highest standards of operational performance in collegiate chapters. It is not intended to be inclusive of all procedures or possible good practices and **is not a** substitute **for any policy**.

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## **Background**

In the age of computers and the internet, Delta Sigma Pi chapters are reminded that a web page represents a person or organization as much as or more than any personal interaction could. It provides the opportunity for people to learn more at any time of day and with any context, without the subject's knowledge.

With that in mind, Delta Sigma Pi has created the following guidelines that should be taken into consideration as chapters develop and maintain their individual chapter websites.

## **Introduction**

Delta Sigma Pi chapters are permitted and encouraged to create and maintain a website. The websites should help to provide information to the public about the chapter, our purpose, and how the chapter is fulfilling the purpose in its actions.

## **Audience**

Chapters are encouraged to design their websites with several audiences in mind:

- Chapter members
- Prospective members
- Pledges
- Alumni members
- Members of the local and university communities
- Families of members and prospective members

Chapters should remember that the action/images of each brother or pledge reflects on every other brother or pledge on an international basis. Therefore it is essential that comments, photographs, and other aspects reflect properly regardless of who is viewing the information.

## **Suggested Content**

Websites may address many chapter needs including communication, information resources, and recognition. The following items are specifically encouraged:

- Fraternity history and purpose
- Chapter history
- Chapter officer information
- Appropriate photographs

- Chapter awards and recognitions
- Information for prospective members (i.e. Recruiting events)
- Alumni resources
- Community and service activity summaries
- Links to the national Fraternity, your University, and other local chapter sites and other links as appropriate (i.e. Corporate Sponsors, Charities)
- General schedule of events
- A method of contacting the chapter

The following items are encouraged assuming they are appropriately secured:

- Full member contact information
- Chapter business (meeting minutes, etc.)
- Detailed calendar information

## Exclusions

Websites should not include the following:

- Materials that may be offensive in nature including having offensive language, etc. For example, referring to a competing professional business fraternity or its members with obscene or offensive terms is not appropriate.
- **Advertisements or endorsements which are exclusionary in a nature that deviates from Delta Sigma Pi's non-discrimination policies.** Care should be taken in choosing product endorsements/sponsorships to ensure that they follow the Purpose of Delta Sigma Pi and its intentions.
- Text or photographs that could be perceived to show activities that are contrary to Delta Sigma Pi's policies (including alcohol, hazing, sexual harassment, etc.) and/or the laws of each community.
- Text or photographs that relate to the Ritual of Delta Sigma Pi.
- Inappropriate use of the Coat of Arms, badge, seal or other Delta Sigma Pi trademark and symbols (for example, do not use inappropriate colors, distortions, modifications, etc.)
- Out of date information (unless in the History Section).
- Copyrighted or registered trademark materials (unless permission has been obtained).

## **Privacy**

Care should be taken to ensure chapter and alumni members as well as pledge personal data is used and provided in an appropriate manner. Specifically, the following should be taken into consideration during website development and maintenance.

- For privacy and safety, only limited member contact information should be widely available so that it could not be inappropriately used by others.
- Full member contact information should be posted in a password-protected area.
- Members should have the option to limit or remove personal contact information.
- For privacy and safety, only limited member contact information should be included so that it could not be inappropriately used by others. Explicitly, member student identification numbers, social security numbers, addresses and the like are never to be used.

## **Compliance**

On occasion, websites will be reviewed to ensure their adherence to the guidelines; any websites failing to comply with these guidelines will be asked to be corrected immediately or taken down.

Additionally, all chapters should have one and only one website and it should be registered with the Central Office. Unregistered/ unrecognized websites will be requested to be taken down immediately.

If there are password protected sections, passwords should be supplied to the Central Office regularly and upon request.

It is the responsibility of one or more Provincial Vice President-designees to review chapter websites at least twice a year. Accolades and suggestions will be provided to chapter webmasters as well as Provincial Leadership (PVP, RVP, DD). Items found to be out of compliance will be reported to the webmaster, chapter president, and Provincial Leadership with a specific timeline outlined for required changes and/or a list of suggested changes.

- If required changes are not resolved by the specified time, the issues will be escalated to the appropriate Regional Vice President for resolution and potential disciplinary actions.
- Questions or clarification requests should be forwarded to the National Professional Development Committee.