



## **PI SIGMA ALPHA Social Media Guidelines for Chapters**

The National Office encourages all chapters to develop social media channels that best serve their chapter. Communication with your members currently on campus - and those who have graduated – is a fantastic means to stay and touch and create community. Below are some tools to support chapters. Note that chapters are not part of Pi Sigma Alpha as a nonprofit corporation. The advice provided here is not to be construed as legal advice.

### **Getting Started**

First things first. Remember, Pi Sigma Alpha (the national organization) is a non-profit, non-partisan organization and honor society. Your chapter has a connection with the national organization, your university, and your department via your social media channels. As you develop your social media channels and procedures, please keep these guidelines in mind.

- Chapters are not a part of Pi Sigma Alpha in a technical and legal sense. Clearly state that you do not represent Pi Sigma Alpha (the national organization) and that items on social media neither reflect the views of nor attribute back to Pi Sigma Alpha.
- Identify the channels that work best for you. Maybe you don't need a presence across Instagram, TikTok, Twitter, Facebook, and Snapchat. Think about where your members are and how they consume information.
- Do not make posts that support or oppose a political candidate, party, or implicate legislation. The chapter endorsing a candidate – national, state, local or even campus - is not permitted.
- Be smart about your content. Don't say anything that you wouldn't be comfortable seeing quoted on CNN, being asked about by your mother, or having to justify to anyone!
- Define roles. Determining who's in charge of each of your channels is essential to assigning responsibility and accountability. When clear roles are defined, your chapter can more easily execute strategy and understand who can and cannot do what.
- Have a consistent presence and keep up on maintenance. Think about how often you want to post. Set goals. You will gain credibility and value with consistent posting.
- Be creative. Be authentic. Key information about your chapter, university, and national office (programs and deadlines) are valuable but think about the stories your channels can tell. Photos of members on campus, stories from study abroad or internships, or alumni connections are all really easy posts. Each semester, think about who you may spotlight. Have your channels

focus on your members (those still on campus and those who have graduated) and you also end up with a great bit of history on members available to you over time.

- Monitor, monitor, monitor. If you have a social media page and someone finds you, they may engage with you and expect a response. Here is where roles come into play (more on this later).

## Logos

The national office maintains logos available for chapter use. **Any use of logos, seals or any other intellectual property owned or controlled by Pi Sigma Alpha by a chapter or person associated with a chapter must be approved, in writing, by Pi Sigma Alpha prior to use.** Please contact the national office ([office@pisigmaalpha.org](mailto:office@pisigmaalpha.org)) for access and permission to use logos.

Please note that Pi Sigma Alpha holds a trademark on these logos as well as the name “Pi Sigma Alpha,” and when chapters use any of the organization’s intellectual property, they do so under terms of a license provided to them by the National Office. Chapters may not alter the logo or colors in any fashion except to personalize the logo to your chapter with placement of chapter designator and/or college or university name.

## Account Set Up

As maintaining social media pages will change from year to year, we encourage chapters to create a generic Gmail account that is accessible to officers and advisors (when necessary). Access to this account can be passed on to future chapter leaders from year to year. Example: ([deltaphiPSA@gmail.com](mailto:deltaphiPSA@gmail.com)). Have the chapter advisor’s email address be one of the “recovery email addresses” for this new address. Make the password simple and tied to the chapter. The work you are doing for your chapter’s social media pages makes a lasting and visible digital impact on the way your chapter and the Pi Sigma Alpha national organization is presented.

## Facebook

*The National Headquarters’ Facebook Page*

The National Chapter Facebook page can be found at <http://www.facebook.com/pisigmaalpha/>. Please go to this page and “like” it, we in turn will “like” your Chapter pages.

When appropriate, please tag the National Office in your posts. For instance, if you were one of the chapters to receive a Pi Sigma Alpha Chapter Activity Grant, you can post and tag the National Office.

*Your Chapter Facebook Page*

When creating your page, we encourage you to follow these guidelines.

- Page title: We encourage you to have your page name as follows: Pi Sigma Alpha, Greek Name Chapter
  - Example: Pi Sigma Alpha, Delta Phi Chapter
- Page username: We would like chapter pages to follow this norm for username: [pisigmaalpha.yourgreekname](#)

- Example: [www.facebook.com/pisigmaalpha.deltaphi](http://www.facebook.com/pisigmaalpha.deltaphi)

To assign your page a username is simple. The Facebook admin goes onto the “about” tab of the Chapter page, and then selects “edit” next to the Chapter name or username (under “General”) to create name changes.

As suggested above, consider creating your social media page with a general Gmail address created for the chapter so it can be recovered in case an officer’s email is deactivated due to the officer graduating from your college or university.

Chapters are encouraged to use a Pi Sigma Alpha logo or seal as their profile picture and/or header image. Please contact the national office for direct access to and permission to use social media ready images.

Assign a chapter member to be responsible for posting on the Facebook page. The page can share information tied to the chapter, the National organization, and the department. Be creative and engaging.

- Post Chapter information, events, news, and photos
- Highlight different members
- Use Facebook to pose questions to your members and get feedback
- Always respond to feedback. If it is positive, thank them; if it is negative, address the issue
- Communicate with other chapters by liking their pages and commenting on their posts

Do not post or take other action with respect to political or legislative topics. Your page/profile, posts or other social media actions may not support local, state, or national political candidates and should not take positions on legislation.

The page/profile should make clear that your chapter is not a part of Pi Sigma Alpha in a technical and legal sense. Clearly state that you do not represent Pi Sigma Alpha (the national organization) and that items on this page/profile neither reflect the views of nor attribute back to Pi Sigma Alpha.

## **Instagram**

### *The National Headquarters’ Instagram Account*

The National Chapter Instagram account can be found on Instagram via web browser or mobile app with the username @PiSigmaAlpha. Please go to this page and “follow” it, we in turn will “follow” your Chapter pages.

In most cases though when appropriate, please tag the national chapter page in your posts. For instance, if you were one of the chapters to receive Pi Sigma Alpha funding for a proposal, you can post about that on your Instagram page and tag the National Chapter in your post. Additionally, if necessary, directly tag us in comments or captions using our handle @PiSigmaAlpha.

### *Your Chapter Instagram Page*

When creating your page, please follow the guidelines below.

- Page name: Please have your page name be: [Pi Sigma Alpha] + [name or abbreviation of school depending on the length of its name]
  - Example: ‘Pi Sigma Alpha Purdue’
- Page username: We would like chapters to include “Pi Sigma Alpha” in their username.
  - We suggest the username of [pisigmaalpha] + [ . ] + [school abbreviation or name if it’s relatively short]
  - Example: @PiSigmaAlpha.UMD, @PiSigmaAlpha.Purdue

You may use an image from your library or a Pi Sigma Alpha logo as part of your profile image. To distinguish your page from the national organization page we do ask you to add text to the chapter page stating that the chapter is not legally a part of Pi Sigma Alpha.

Your chapter biography on your Instagram account is where your chapter can be a bit more creative. Write a brief 1-3 sentence biography about your chapter. Include the following information somewhere within the bio:

- Chapter name
- School name
- “@PiSigmaAlpha”

To change all the information above (page name, username, bio), click on the “Edit Profile” tab located underneath your follower/following count on your account page. If you run into some trouble locating this, please redirect yourself to the settings icon located on the upper half of your account to make such changes.

Do not post or take other action with respect to political or legislative topics. Your page/profile, posts or other social media actions may not support local, state, or national political candidates and should not take positions on legislation.

The page/profile should make clear that your chapter is not a part of Pi Sigma Alpha in a technical and legal sense. Clearly state that you do not represent Pi Sigma Alpha (the national organization) and that items on this page/profile neither reflect the views of nor attribute back to Pi Sigma Alpha.

### *Instagram Style Guide*

We encourage a wide range of content to be posted on Instagram - reels, stories, photos, reposts of other people’s content (with permission, if necessary), GIFs. The choice is yours, though make sure your posts are relevant to Pi Sigma Alpha, your chapter, or the general field of political science.

Content can range from the following list of typical Instagram post examples:

- Flyer for an upcoming political science guest speaker on your campus
- A photograph of your chapter advisor

- A photograph of chapter members
- A photograph of your campus
- Pi Sigma Alpha memorabilia/merch
- Throwback / #TBT of an event or memory relevant to the chapter/organization

Be creative with this! Host Instagram takeovers with your chapter members weekly, do chapter/campus wide giveaways or scavenger hunts, repost content from other (relevant) pages to create a discussion within the comment section of your post. This is where you/your chapter can be as active as possible.

With each of these various types of posts, a caption should accompany them. Additionally, be sure to geotag your posts when necessary. One way to get your post and page viewed more is to have a series of hashtags posted along the bottom of the post. Depending on the post, you should add more hashtags relevant to it, but please reference to this copy of general hashtags that can be used for every post:

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#PSA #PiSigmaAlpha #NPSHS #nationalpoliticalsciencehonorsociety #politicalscience #honorsociety #university #highereducation #collegelife #collegelifestyle #politics #professional

\*\* Keep in mind the several dots in the beginning are necessary to post along with the hashtags so that you do not clutter the timeline of your followers.

When posting a photograph, if applicable, tag @PiSigmaAlpha within the photograph as well as anyone or anything else that is relevant.

Be mindful, however, of the content and captions you post - do not include visual content or captions/comments that are politically charged or opinionated. Keep your content and captions to the content - every post and comment should be as neutral as possible in terms of opinions. To increase your chapters activity on Instagram, make sure to follow Instagram users that are relevant to the chapter:

- Current and former chapter members
- Other/neighboring PSA chapters
- Political science organizations/institutions/news outlets
- Your college or university's instagram account
- Faculty, staff, and advisor(s)

In addition to the above social media practices, feel free to like and comment on the content of other people's pages via your timeline or explore page! This will help bring more attention to your chapters account and will boost social media growth. Just be aware of how relevant the content you are liking or commenting on is relevant to Pi Sigma Alpha - make sure you are not socio-digitally interacting with content that is offensive or inappropriate.

We encourage you to look through the Instagram hashtag #PiSigmaAlpha or #[your school's name]. This will allow you to explore other accounts that are relevant to PSA and your school.

## **Twitter**

### *The National Headquarters' Twitter Account*

The National Chapter Twitter account can be found on Twitter via web browser or mobile app with the username @PSANational

Please go to this page and “follow” it, we in turn will “follow” your Chapter pages.

When appropriate, please tag the national chapter page in your posts. For instance, if you were one of the chapters to receive Pi Sigma Alpha funding for a proposal, you can post about that on your Twitter page and tag the National Chapter in your post.

### *Your Chapter Twitter Page*

When creating your page, please follow the guidelines below.

- Page name: Please have your Twitter name be: [Pi Sigma Alpha] + [name or abbreviation of school depending on the length of its name]
  - Example: Pi Sigma Alpha Purdue
- Page username: Please have your Twitter username be: [“Pi Sigma Alpha” or “PSA” depending on how many more characters you have left to input] + [name or abbreviation of school depending on the length of its name]
  - Example: @PiSigmaAlpha\_Purdue or @PSA\_Purdue

Your chapter bio on Twitter should be about 1-3 sentences. Please include the following information within the bio:

- Chapter name
- School name
- “@PSANational”

If you'd like, you can set the location of your Twitter account to the area in which your school is located.

We request to have all Pi Sigma Alpha Twitter accounts use the Pi Sigma Alpha logo somewhere within their profile picture/AVI.

If you're interested in customizing the look of your profile picture, get creative! Place the PSA logo over your state or school flag, have the emblem placed over a picture of your campus. All we ask is that you do not modify or change the look of the logo, including but not limited to changing the color. Transparent copies of the Pi Sigma Alpha logo are available - please reach out directly to the National Office to obtain a copy for personal use.

Twitter's standard profile picture/AVI size is 400px x 400px, though the higher quality your photo is, the clearer it will be. The headers size is 1500px x 500px. Be mindful and aware that your profile picture/AVI will be rounded off, displaying only a circular view of the original photo thus leading to parts of the image not being shown.

Feel free to set any picture as the header of your chapter's Twitter profile, as long as it is relevant to Pi Sigma Alpha, your chapter, or your campus. Various headers can be, but not limited to, a picture of your campus, a picture of your chapter members, or Pi Sigma Alpha regalia. The standard size for the header photo of your chapters Twitter profile is 1500px x 500px. Try out various photographs to see which is a best fit.

Please be aware that Twitter's platform reformats the way profile pictures and cover photos are seen on both its web browser and mobile application, resulting in certain photos being cut off on the sides.

Do not post or take other action with respect to political or legislative topics. Your page/profile, posts or other social media actions may not support local, state, or national political candidates and should not take positions on legislation.

The page/profile should make clear that your chapter is not a part of Pi Sigma Alpha in a technical and legal sense. Clearly state that you do not represent Pi Sigma Alpha (the national organization) and that items on this page/profile neither reflect the views of nor attribute back to Pi Sigma Alpha.

#### *Twitter Style Guide*

The content for Twitter can and should mirror that of Facebook and Instagram - posts about today's relevant political science news, updates on chapter members, the chapter itself, or your school. Feel free to retweet or quote other people's tweets.

Like on Instagram and Facebook, please make sure the content you are liking, retweeting, quoting, and posting is both appropriate and relevant to PSA and/or your chapter/school. Keep all comments and content neutral in terms of opinion, both personally and politically.

In a similar vein to keeping content appropriate, make sure that the accounts in which you follow are PSA, chapter/institutionally, or politically relevant. We encourage you to follow your chapter members, faculty, staff, advisors, and other PSA chapters.

Please prepare and/or post three tweets per week. Tweets can vary from text, pictures, videos, RT's quotes, or hyperlinks to news articles. When applicable, tag relevant people or entities in your tweets (e.g., news outlets, institutions).

#### **TikTok, Snapchat, and Other Social Media**

As of 2022, the National Office does not have any other social media accounts other than Facebook, Instagram, and Twitter. Chapters are welcome to use other social media, as appropriate, with the understanding that the general guidelines for other social media platforms still apply.

Any questions about these recommendations should be directed to the national office at [office@pisigmaalpha.org](mailto:office@pisigmaalpha.org)