



Communication, Online Posting and Social Media Policy

As a membership organization, Alpha Xi Delta holds certain standards of conduct to which all members are required to adhere. This conduct includes written and visual communication and extends to electronic posting of information related to, and concerning, local chapters, local alumnae associations, and the National Fraternity and its membership. This applies to conduct of undergraduate chapter members, alumnae chapter members and contractors who are involved in creating, maintaining and managing online sites and social media.

Alpha Xi Delta owns trademarks for the name “Alpha Xi Delta” the letters “ΑΧΔ” and the crest, among other nicknames and symbols commonly used by and identifiers of Alpha Xi Delta. As such, Alpha Xi Delta is under a duty to protect the goodwill associated with its trademarks and has both the right and obligation to ask for removal of objectionable/illegal content from websites/blogs if the name Alpha Xi Delta or one of its registered trademarks are used. Although Alpha Xi Delta cannot generally restrict what members post and communicate online, it can set out policy on what its members say and communicate in relation to the Fraternity, its chapters and the organization as a whole.

Any individual or entity who creates or maintains an Alpha Xi Delta website, social media channel or internet communication on behalf of an establishing chapter, existing chapter, individual member or alumnae association must follow the below requirements. (Examples of internet communications include, but are not limited to, email accounts, mailing lists, bulletins, social networking sites, co-sharing sites, chat rooms, discussion groups, Apps and all other means of communication online that are used by groups of people to share information.) The use of Alpha Xi Delta insignia must follow the Alpha Xi Delta Brand Guidelines. This includes not using reproductions of images (including scans or photographs) or stretching/distorting images.

Prohibitions

These written or internet/electronic communications may not:

- Demean any group or individual, including but not limited to other Fraternal organizations, minorities, ethnicities, cultural segments, religions, or gender groups.



- Reference alcohol, illegal drugs or hazing unless providing educational material on these subjects.
- Post personal member information without her written consent or publicize information, including photographs that can jeopardize the safety of any chapter members, private chapter or Fraternity business, or information on Alpha Xi Delta rituals or ceremonies.
- Be used for a member's own personal use.
- Post copyrighted material from other sources or trademarks owned by third parties unless authorization has been obtained.
- Contain knowingly false or misleading information and members must use due diligence to assure that the information provided is accurate.
- Contain material that is obscene, pornographic, or otherwise offensive to a person of ordinary sensibilities.
- Include links to personal/commercial sites that are inconsistent with the values and standards of Alpha Xi Delta.
- Include product endorsements or other personal/commercial advertising unless approved in writing by the National President
- Post or create individual accounts representing the chapter, association or National Fraternity on Social Media websites or Apps that are anonymous in nature, such as Whisper.

Political Positions or Policies

Members are free to express their own personal opinions on political matters, but shall not do anything to explicitly state or implicitly suggest that such opinions are being expressed (i) on behalf of Alpha Xi Delta or (ii) in a member's capacity as an officer or member of Alpha Xi Delta. In expressing personal opinions on political matters in a public forum, members shall take care to avoid the implication that such opinions are attributed to Alpha Xi Delta, including, but not limited to creating the impression that Alpha Xi Delta is taking any type of public policy position or supports, endorses or opposes any candidate for political office without first obtaining the express written consent from the National Fraternity. If, given the circumstances surrounding the political expression, a reasonable person could imply that a member is speaking on behalf of Alpha Xi Delta or in her capacity as an officer of member of Alpha Xi Delta, such member shall make it clear that the opinion expressed does not represent the views of the Chapter or Fraternity.



Authority to Post or Communicate

Only Presidents, Communication Vice Presidents, specified alumnae advisors and the National Fraternity have the authority to change any account name or settings on Fraternity affiliated accounts, including the creation of new Social Media or Internet Communication accounts. Former Officers or Members do not have any authority to post on Alpha Xi Delta Social Media accounts or use Alpha Xi Delta Internet Communications.

No member shall have the right to speak to or give statements to the media or press on any matter related to Alpha Xi Delta without the express written consent of the National Fraternity. If a member is contacted by the media or the press about a matter that relates to the Chapter, National Fraternity or other related Alpha Xi Delta entity, then the member will immediately contact Fraternity Headquarters to inform her of the identification of the individual who contacted the member and the subject of the inquiry, if known.

Third Parties Posting Chapter-Related Content

If a Chapter or Association is the subject of content that is posted online, then the member must make it clear that the views posted do not represent the views of the Chapter, National Fraternity or other members. A Chapter or Association hosting an event must monitor all content (i) posted by guests on Social Media pages of the chapter or association and the event and (ii) in which the Chapter or Association is tagged or otherwise “linked” and remove content violating the prohibitions set forth above immediately.

Right to Monitor

Any Chapter or Alumnae Association accounts and postings on affiliated Alpha Xi Delta Social Media and Internet Communications remains the property of Alpha Xi Delta at all times. As such, Alpha Xi Delta reserves the right to review and edit any postings on affiliated chapter and alumnae association social media channels or internet communications to ensure that those websites and communications are in compliance with this Policy and other policies, procedures, rules and regulations of Alpha Xi Delta.

Content posted online or information communicated using Internet Communications are subject to all relevant policies, procedures, rules and regulations of Alpha Xi Delta, including but not limited to the policies governing confidential or proprietary information, as well as all relevant National Panhellenic Conference rules and regulations, college and University rules and regulations, and federal, state and local laws. Individuals will be held responsible for the content that they post and



any member who fails to abide by this Policy and other policies, procedures, rules and regulations of Alpha Xi Delta will face appropriate disciplinary action.

National Council Adopted November 2019

Effective June 1, 2020

