



# Delta Sigma Theta Sorority, Incorporated Delta Technology Guidelines

# Table of Contents

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- Update Summary ..... iv
- Revision History ..... v
- Introduction ..... 1
- Section 1 User Account & Password Management ..... 2
- Section 2 Cyber Security Principles ..... 5
- Section 3 Using the Sorority Crest ..... 5
- Section 4 Websites ..... 6
  - 4.1 National Website..... 6
  - 4.2 Regional/Chapter Websites ..... 7
    - 4.2.A Required Information ..... 8
    - 4.2.B Allowed Information ..... 9
    - 4.2.C Prohibited Information..... 14
- Section 5 Email ..... 18
  - 5.1 Email Overview..... 18
  - 5.2 Chapter Email Accounts ..... 19
- Section 6 Group Messaging..... 23
  - 6.1 Group Messaging Overview ..... 24
  - 6.2 Management of Group Messaging Service..... 24
- Section 7 Social Media Guidelines ..... 25
  - 7.1 Social Media Overview ..... 25
  - 7.2 Regional & Chapter Social Media Accounts..... 26
    - 7.2.A Account Settings..... 27
    - 7.2.B Social Media Management ..... 29
  - 7.3 Sorors & Social Media ..... 33
- Section 8 Document Retention & Protection ..... 37

- 8.1 Document Retention..... 37
- 8.2 Document Protection..... 38
- Section 9 Cloud File Storage Services ..... 38
  - 9.1 Recommended Service Features ..... 38
  - 9.2 Regional and Chapter Guidelines..... 39
- Section 10 eCommerce Accounts ..... 40
  - 10.1 Account Settings ..... 40
    - 10.1.A Online Payment Accounts..... 40
    - 10.1.B Event Management Accounts..... 41
- Section 11 Electronic Voting..... 42
- Section 12 Electronic Meetings ..... 42
- Section 13 Mobile Applications (Apps)..... 43
  - 13.1 App Overview..... 43
    - 13.1.A App Content and App Store Metadata ..... 43
- Section 14 Frequently Asked Questions ..... 44

# Update Summary

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## I. Changes made throughout

1. Reformatted document
2. Rearranged content within sections
3. Highlighted areas to direct questions about specific topics
4. Made clearer distinctions between requirements and best practices or suggestions.

## II. Changes by section

### A. Compliant Websites

1. Added an at-a-glance reference for mandatory, allowed, and banned information.
2. Added collegiate advisors as part of the review and approval process.

### B. Email

1. Provided examples of confidential information.
2. Added online collaboration tools for internal communication.

### C. Social Media Guidelines

1. Added collegiate advisors as part of the review and approval process.

#### *Important*



*Guidelines and best practices presented in one section of this document may also apply to another area, so be sure to read and understand this document in its entirety.*

# Revision History

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Revision Date	Committee	Approval Date
April 2021	National Technology Committee	May 2021
April 2020	National Technology Committee	April 2020
March 2019	National Technology Committee	April 2019
March 2018	National Technology Committee	April 2018
Initial release	National Technology Task Force	May 2004

# Introduction

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This document outlines Delta’s guidelines about various aspects of the Internet and Internet-based tools and services to include websites, email, social media, applications (commonly called “apps”), cloud file storage services, and the use of merchant accounts. Guidelines and best practices presented in one section of this document may also apply to another area, so be sure to read and understand this document in its entirety.

The Delta Technology Guidelines is maintained by the National Technology Committee and has been approved by the National Board of Directors.

These guidelines have been prepared in the interest of:

- Protecting Delta Sigma Theta Sorority, Incorporated and minimizing potential legal liability.
- Providing a framework for regions, chapters, and individual sorors to communicate via the Internet.
- Assisting the organization in efficient and effective operation.

Delta has intellectual property interests in its symbols, ceremonies, and other materials that need protection from legal risks. Accurate, complete, and current information is critical to legal protection. Ensure that you adhere to all the Sorority’s policies, including the Code of Conduct, Protocol and Traditions Manual, Risk Management Manual, and the Delta Technology Guidelines as provided in this document.

## Note



*Except where specifically noted, the products and services listed in the Delta Technology Guidelines are presented as **examples** of tools regions and chapters may use for day-to-day operations. Regions and chapters should use these examples as a baseline for exploring similar tools and services that best suit their needs and the region’s/chapter’s budget.*

## Have Questions?



- Delta Technology Guidelines-related questions, requests for clarification, or suggestions: [technology@deltasigmatheta.org](mailto:technology@deltasigmatheta.org).
- Using the Sorority’s trademarks or other branding concerns: [ip@deltasigmatheta.org](mailto:ip@deltasigmatheta.org).
- Merchant accounts, online payments, crowdfunding, fundraising concerns: [FinanceCommittee@deltasigmatheta.org](mailto:FinanceCommittee@deltasigmatheta.org).

# Section 1 User Account & Password Management

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Regions and chapters utilize a multitude of Internet passwords. With the rise of cybercrime, it is increasingly important to maintain both strong and confidential passwords. The following section includes guidelines to manage regional and chapter passwords.

To meet Sorority security standards, passwords should meet the following criteria:

- Be at least eight characters long and should not include more than two consecutive characters of any one class (number, uppercase letter, lowercase letter, special character).
- Include at least one numeric character (0-9)
- Include at least one uppercase letter (A, B, C, D, ...)
- Include at least one lowercase letter (a, b, c, d, ...)
- Include at least one special character, if allowed by the website (\*, &, \$, @)
- Avoid using common words and/or phrases in a way that may easily be guessed. For example, use F0rt!tuD# instead of Fortitude.

## **Online Accounts Passwords**

(online services like cloud storage, websites, merchant accounts, etc.)

- Must be registered with the chapter email address established for the officer/committee chair responsible.
- Account information must be passed on during the transition of officers.
- Passwords must also be changed during transition time or whenever the responsible party can no longer fulfill her duties.

## **Chapter Passwords to Members Only Area**

(one user id and password used by the whole chapter)

- The password must:
  - be changed at least twice during each fiscal year (i.e., during dues cycle), and
  - only be shared with chapter members on the chapter roster in the Red Zone.
- Past members of the chapter must not receive updated passwords.

<b>Social Media Accounts</b>	Access to social media accounts and administrative privileges must be changed during the officer transition period and whenever the Social Media Manager changes. This includes passwords, access information, and any other information related to the social media account.
<b>Individual User Accounts and Passwords to Members Only Area</b> (unique user IDs and passwords for each chapter member)	<ul style="list-style-type: none"> <li>• Individual accounts must be added/deleted monthly to reflect the chapter roster in the Red Zone.</li> <li>• Passwords for individual accounts must be changed at least once a year.</li> </ul>
<b>Officer Passwords</b> (email and other accounts an officer may use)	<ul style="list-style-type: none"> <li>• Passwords must be changed whenever officers change (i.e., during election cycles/transition, resignation, impeachment).</li> </ul>
<b>Document Passwords</b> (for securing rosters, treasurer's report, financial secretary's reports, budgets, internal audit reports)	<ul style="list-style-type: none"> <li>• A series of passwords for protected documents must be created each fiscal year (i.e., dues cycle).</li> <li>• Every document type must have a separate password naming convention.</li> <li>• The chapter's technology committee in conjunction with the chapter president and any other parties involved should collaborate to create a password naming convention and include an example of the naming convention in the chapter's policies and procedures.</li> </ul>

*Important*



*National Headquarters staff may provide temporary passwords to assist sorors with accessing the member portal, however, they will never ask you for your password.*



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## BEST PRACTICES: USER ACCOUNT & PASSWORD MANAGEMENT

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- Creating Strong Passwords**
- Create a unique acronym for a sentence or phrase you like.
  - There are several websites available that will generate strong passwords for you. Search the Internet for “strong password generator” for additional resources.

- Password Manager(s):** Recommended Password Managers include:
- Regional Director/Chapter President
  - Technology Chair
  - Webmaster
  - Treasurer
  - Financial Secretary
  - Advisor (Collegiate chapters)

- Password-Protecting Documents**
- Create a backup copy of the file, without a password, in the event the password is forgotten or misplaced.
  - When password-protecting documents, select a different password/password naming convention for each type of document.
  - For additional information, visit [Microsoft Office Support](#) or [Adobe Acrobat Support](#) and search for "password protection."

- Sharing Passwords**
- Refrain from distributing passwords via email.
- If a password must be sent via email:
- Refrain from sending an email message that contains both the username and password together.
  - For example, send the username via email and the password as a text message or instant message.

**Resources:**

- PivotPoint Security – [Password Security Tips](#)
- PCMag - [Tips for Sharing Passwords](#)

## Section 2 Cyber Security Principles

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National Headquarters stresses the importance of understanding Personally Identifiable Information (PII). PII is any data that can be used to identify a particular person. Examples of PII include, but are not limited to:

- Name
- Social Security Number
- Driver's License Number
- Mailing Address
- Banking Account Number
- Passport Number
- Delta Sigma Theta Member Number
- Delta Sigma Theta System Identification Number

Sorors must not include Delta Sigma Theta System Identification Numbers (IDs) or Membership numbers in emails unless it is explicitly requested and required for the transaction of business. Delta Sigma Theta System Identification and Membership numbers must never be posted to external or internal websites, social media, or group communication tools.

Sorors who handle PII as part of their formal duties in the Sorority must not share PII with unauthorized persons. All PII on printed material must be shredded before trash disposal or discarded using secure document disposal.

## Section 3 Using the Sorority Crest

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National Headquarters has full discretion regarding when and where to use the official Sorority crest. Please refer to the *Delta Branding Guide* for full guidance regarding using the crest. The crest MAY be used on official Delta Sigma Theta Sorority, Incorporated websites, inclusive of national, regional, and local chapter websites.

- Sharing any official Delta social media posts with the crest is acceptable.
- Photographs of sorors wearing/displaying the crest in good taste are acceptable on social media.

Regions and chapters may use the crest while promoting the following types of events:

- Fundraising Events
- Community Service Events
- Five-Point Programmatic Thrust Events
- Public Service Events
- Founders Day Events

### Information



**DEFINITION OF PERSONAL USE:** *An activity that benefits you as an individual or is for some benefit you receive.*

The crest **MUST NOT** be used as a personal profile picture, banner, cover photo, nor as a stand-alone image in a personal video, slideshow, or virtual background.

The crest **MUST NOT** be used on personal social media event advertising, including but not limited to:

- Weddings
- Parties of any kind (birthday, holiday, fundraising, etc.)
- Delta Line Anniversaries
- Personal Anniversaries

### Have Questions?



Send questions about using the Sorority's trademarks or other branding concerns to [ip@deltasigmatheta.org](mailto:ip@deltasigmatheta.org).

## Section 4 Websites

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### 4.1 National Website

All information on the national website is reviewed and approved by the National President. The national website is the sole source of the following topics as they appear on the website:

- Membership demographics
- Membership information (how to become a member)
- The sale of Delta publications/artifacts

Regions and chapters with websites are permitted to link to the [national website](#) for this information. Members of the Sorority should not include the national website on their personal websites.

## 4.2 Regional/Chapter Websites

The information contained in this section applies to all websites owned by a region or chapter of Delta Sigma Theta Sorority, Incorporated. This includes the primary website and any secondary websites made for special occasions.

Regions and chapters are not required to have a website. However, if a region or chapter chooses to have a website, it must comply with the most current version of the Delta Technology Guidelines.

### *Important*



*A regional or chapter designee must secure the domain name and hosting for the website using the chapter's email and mailing addresses. This ensures that regions/chapters can control the domain name and content.*

All information on the regional/chapter website must be reviewed and approved by the regional director/chapter president. Collegiate chapters must also include their advisor(s) in the review and approval process. The regional director/chapter president will be held responsible for the content of their respective website.

### Website Content at a Glance

***Important: see the sections that follow for detailed guidance.***

Mandatory	Allowed	Prohibited
<ul style="list-style-type: none"> <li>• Disclaimer</li> <li>• Contact Information</li> <li>• Links to National and Regional Sites</li> <li>• Current Officers</li> </ul>	<ul style="list-style-type: none"> <li>• Sorority History (verbatim)</li> <li>• Official Founders photo &amp; list of names</li> <li>• Chapter History</li> <li>• Significant chapter awards, activities, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Torch of Wisdom</li> <li>• Secrets, Passwords, Signs, and Grips</li> <li>• Delta Oath and Official Delta Songs</li> <li>• Ceremonies, Formal Openings, and MIT activities (except rush</li> </ul>

Mandatory	Allowed	Prohibited
	<ul style="list-style-type: none"> <li>• Officer Profile</li> <li>• Past National, Regional, and Chapter Leadership</li> <li>• Event Calendar and Contact Information</li> <li>• Chapter lines</li> <li>• Allowable links and photos</li> <li>• Online sales</li> <li>• Online auctions</li> </ul>	<ul style="list-style-type: none"> <li>• and NIP notifications)</li> <li>• Copyrighted/Illegal material</li> <li>• Sibling Relationships with Other Greek Organizations</li> <li>• Advertisements</li> <li>• Sale of Official Sorority Items</li> </ul>

## 4.2.A Required Information

Regional/chapter websites are required to include all the items contained in this section. The website will be deemed out of compliance if any items have not been included.

### Disclaimer Statement:

Websites must contain the following statement, verbatim.

This website is the sole property and responsibility of the *[YOUR REGION OR CHAPTER NAME HERE]* of Delta Sigma Theta Sorority, Incorporated.

### Contact Information:

Websites must contain contact information such as mailing address, chapter email address, phone number (if applicable).

This information should appear on the main page and/or the contact page of the website.

### Links to the National Website & Regional Website

Websites must contain a link to both the national website and respective regional website. The links must be provided using one of the following statements, verbatim.

#### National Website

1. For more information, visit our national website at [www.deltasigmatheta.org](http://www.deltasigmatheta.org).
2. Visit Delta Sigma Theta's national website at [www.deltasigmatheta.org](http://www.deltasigmatheta.org).

#### Regional Website

1. For more information, visit the *[your region]* Region's website at *[REGION'S WEBSITE ADDRESS]*.
2. Visit the *[your region]* Region's website at *[REGION'S WEBSITE ADDRESS]*.

## Current Officers

Websites must include the names of current officers and their position. Email addresses assigned to officers must also be included on websites. See the Chapter Email Accounts section for additional information and examples.

The personal mailing addresses, email addresses, and/or phone numbers of current officers must not be included on chapter websites.

## 4.2.B Allowed Information

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Regional and chapter websites may include but are not required to include, the items contained in this section.

- **Sorority Crest:** The crest may be used on official Delta Sigma Theta websites, inclusive of the national, regional, and local chapter websites.
- **Sorority History:** The following statement regarding Sorority history may appear on chapter websites, verbatim:

*Delta Sigma Theta Sorority, Incorporated is an organization of college-educated women committed to the constructive development of its members and to public service with a primary focus on the Black community.*

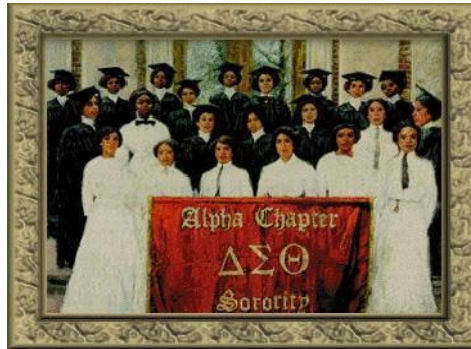
*Delta Sigma Theta Sorority, Incorporated is a private, not-for-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world. Since its founding, more than 300,000 women have joined the organization. The organization is a sisterhood of predominantly Black, college-educated women. The sorority currently has over 1,000 collegiate and alumnae chapters located in the United States, Canada, Japan (Tokyo and Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, Jamaica, the Republic of Korea, the Arabian Gulf, Southern Africa and West Africa.*

*The major programs of the Sorority are based upon the organization's Five-Point Programmatic Thrust:*

- *Economic Development*
- *Educational Development*
- *International Awareness and Involvement*
- *Physical and Mental Health*
- *Political Awareness and Involvement*

*For more information, visit our national website at [www.deltasigmatheta.org](http://www.deltasigmatheta.org).*

- **Founders:** Regional and chapter websites may include the official picture of the Founders (below) and their names. However, additional information is considered history and is only be provided on the national website.



- **Chapter History:** Chapter websites may include the chartering date of the chapter, charter members, the location of the chartered chapter, or any significant historical information about the chapter that is newsworthy.

***Chapter charter members are not referred to as Founders.***

- **Significant Information:** Chapter websites may contain the name and year of awards, stellar programs, outstanding recognition for service, press releases, and news articles about the chapter.
- **Profiles of Chapter Officers:** Professional profiles, including information such as professional affiliations and memberships for chapter officers, may appear on the chapter website. Personal information such as dates of birth may not be included.
- **National and Regional Leadership:** Websites may contain general information about past or current national and regional leaders (those who held or currently hold elected or appointed national or regional offices and positions) who are currently affiliated with the chapter. This includes listing the names of the sorors and:
  - The years in which they served in the position
  - Initiating chapter
  - Current chapter affiliation
  - Photograph
  - A link to the national website must be provided for the entire list of Past National Presidents.

- **Chapter Leadership:** Chapter websites may contain general information on current chapter leadership and past chapter presidents. This includes listing the names of the sorors and:
  - The years in which they served in the position
  - Initiating chapter
  - Current chapter affiliation
  - Major accomplishments
  - Photograph
- **Sorority Public Motto:** The Sorority’s public motto may appear on the chapter website.
- **Calendar of Events:** A calendar of events may appear on the chapter website. Collegiate chapters may submit their events for inclusion on their university’s calendar. The calendar may include dates for:
  - Public chapter events
  - Public community outreach events
  - Fundraisers
  - Chapter meetings
  - Reclamation events
  - Rush dates and/or flyers may be included after being approved by the regional director.
  - Youth Initiative activities that are open to the public\*.

### Have Questions?



\*See the Risk Management Manual or contact the National Program Planning and Development Committee at [ppd@deltasigmatheta.org](mailto:ppd@deltasigmatheta.org) for additional guidance about website and social media posts for Youth Initiative activities.

- **Photographs:** Chapter websites may include various photographs depicting sorors participating in chapter activities, public service events, or photographs directly related to the chapter.
- **Event Contact Information:** The names and chapter email addresses for the officer or committee responsible for a chapter event or fundraiser, or the chapter’s general email address, must be listed.
- **Links to University Website or Greek Life Page:** Collegiate chapters may link to their school’s website.



- **Links to fraternal, or nonprofit websites:** Links to fraternal or non-fraternal organizations that co-sponsor a public chapter event, contained on the Calendar of Events, may appear on the chapter website. The link must be removed after the event has ended.
- **Links to the National Pan-Hellenic Council:** Chapter websites may include links to the National Pan-Hellenic Council (NPHC) website. Links to local NPHC chapter public events contained on the Calendar of Events may appear on the chapter website.
- **Links to business websites:** Chapters may link to business websites to thank them for their support of chapter events or programs. The link must be removed at the close of the fiscal year.

Chapter websites may also include a business directory to assist those who wish to support local businesses. However, the following disclaimer statement must be used, verbatim.

The *[YOUR CHAPTER NAME HERE]* Chapter of Delta Sigma Theta Sorority, Incorporated provides this business listing as a resource and does not necessarily endorse any of the businesses listed in this directory.

- **Online Sales:**
  - Payment links for public events and/or merchandise, ticket sales, event, registration, fundraisers, or other activities that are open to the public.
    - These links may also be posted on the chapter’s social media pages, sent via email, or sent via text message.
  - Payment links for internal chapter sales, including payment of membership dues, must be placed in the members-only area of a chapter website and may not be posted to any social media.
- **Online auctions:** Chapters may use services or platforms that allow participants to bid on products or services via the Internet.

### Have Questions?



Send questions about online payments, crowdfunding, and fundraising to the National Finance Committee:

[FinanceCommittee@deltasigmatheta.org](mailto:FinanceCommittee@deltasigmatheta.org).

## 4.2.B.1 Members-Only Area and/or Documents

Websites may include a members-only area and/or password-protected documents.

This area, including any items hosted within, **MUST NOT** be accessible to individuals who are not members of the chapter.

A chapter member must maintain the members-only area content. Access to documents within the chapter member section cannot be accessible by a vendor

The following information must be placed in a members-only area **or** saved as password-protected files if your chapter uses cloud storage instead of a members-only website:

- Internal and Delta-Only events
- Closed Youth Initiative events and activities
- Past Chapter Lines or “Lineage”
  - Must include **all** members initiated on the line, partial listing or sub listing is prohibited.
  - Lines or “lineage” listings can only contain the sorors names.
  - Must be approved by the Regional Director prior to posting
  - The chapter may not share contact information beyond what is on the current chapter roster or directory.
- Payment links to internal events/items, including membership dues
- Chapter Documents, for example:
  - Chapter and committee meeting minutes
  - Policies and Procedures
  - Rules of Order
  - Committee reports
  - Agenda, etc.
- Memorial tribute for deceased Sorors. This information is limited to photos, life span, bio, and date/time for the Omega Omega service.

The following information **must** be placed in a members-only area **and** saved as password-protected files:

- Chapter treasurer reports, to include budgets
- Internal Audit Reports
- Financial secretary reports
- Membership directory and/or roster.

*Important*



*Chapter rosters/directories are for chapter internal use only. Any other use is strictly prohibited and subject to sanctions as defined in the Code of Conduct Section 3.C.*

## 4.2.C Prohibited Information

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The following items must not appear on any website or social media network in written, audio, video, or image form.

All the information listed below is privileged Delta information and must not be shared with non-members without the permission of Grand Chapter.

- **The Torch of Wisdom:** The official Torch of Wisdom may not be displayed on websites to prevent its inappropriate use.
- **Secrets, Passwords, Signs, and Grips:** Secrets, passwords, signs, and grips can only be transmitted by word of mouth from one Delta to another.

*Important*



*The Sorority's secret motto can never be written and is only communicated orally in a closed (members/sorors-only) setting. Therefore, it must not be displayed on websites.*

- **Delta Oath:** The Delta Oath is only given to women who have been duly initiated into Delta Sigma Theta Sorority, Inc. Therefore, it may not be displayed on websites.
- **Official Delta Songs:** The following official Sorority songs may not appear on websites in any form (for example, streaming, audio, text, etc.):
  - Delta Mizpah
  - Delta Sigma Theta National Hymn
  - Delta Prayer
  - Beta Hymn
  - Delta Sweetheart Song (video/live streams are allowed)
  - Pyramid Hymn

- **Ceremonies, Formal Openings, Membership Intake Activities:** Ceremonies, formal openings, and membership intake activities are closed Delta assemblies; therefore, these events may not be shared with non-members, on the Internet, or through social media networks.
  - Photos may be taken of sorors who are in robes but are not actively participating in a ceremony or a part of the dais, but the photos may not be shared online.
  - Membership Intake activities are intended only for Deltas and Pyramids.
  - Photographs and/or depictions of ceremonies or the ceremonial table are not allowed.
- **Membership Requirements:** Information about gaining membership into the Sorority must not appear on regional or chapter websites in any form, except as specified in the Administrative Procedures for Membership Intake (APMI). This includes:
  - Suggestions for seeking membership
  - Chatrooms, guest books, quizzes, etc. targeted toward prospective members
  - Initiation Fee information

*Important*



*Grand Chapter is the sole source of information for becoming a member of the Sorority. Chapter websites must direct prospective applicants to the national website for this information.*

- **Copyrighted Material or Illegal Material:** Websites may not include copyrighted or illegal material. This includes works of art, music, and video.
- **Political Endorsements:** Chapters are prohibited from directly or indirectly participating in or intervening in any political campaign on behalf of or in opposition to any candidate for elective public office. The Sorority is nonpartisan.
- **Photographs/video in poor taste:** This includes, but is not limited to:
  - Scantily dressed persons,
  - Provocative poses,
  - Pictures/video of a sexual nature,
  - Persons displaying hand signs or wearing the paraphernalia of an organization to which they do not belong,
  - Persons with beverages that may be interpreted as alcohol,
  - Persons with drugs or drug paraphernalia,
  - Persons in positions or situations that may cause embarrassment to the person, chapter, or Sorority.

- **Relationships with other Greek-letter Organizations:** Chapter websites may not include any material that implies a sibling relationship between Delta Sigma Theta Sorority, Inc. and any other Greek-letter organization.
- **Advertisements:** Chapters may not monetize their website. This includes affiliate advertising programs, pay per click, pay per impression, and pay per sale. Chapters are discouraged from using free web hosting services that provide automatic advertising on websites.
- **Sale of Official Sorority Items:** The sale of official Sorority items is prohibited on websites and social media. This includes, but is not limited to, the following items:
  - Convention or conference registration
  - Sorority *Ritual*
  - Administrative handbooks or documents
  - Sorority pins
  - Pyramid pins
  - Membership Intake documents and materials

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## BEST PRACTICES: WEBSITES

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### Example Nonprofit/Business Link Scenarios

- Chi Psi Delta Chapter co-sponsors a health fair with the Boys and Girls Club.
- Deltaland Alumnae Chapter hosts a charity auction with the proceeds benefiting a local women's shelter.
- Deltaland Alumnae and Chi Psi Delta Chapters co-sponsor a legal forum with a local section of NCNW, a state legislator, and a local chapter of Alpha Kappa Alpha Sorority, Incorporated.

### Event Contact Information

- Use the chapter's mailing address.
- Create email accounts specifically for events, committees, or public communication, for example:
  - [chapterstepshow@deltalandalumnae.org](mailto:chapterstepshow@deltalandalumnae.org)
  - [communityservice@deltalandalumnae.org](mailto:communityservice@deltalandalumnae.org)
  - [chipsidelta\\_programs@gmail.com](mailto:chipsidelta_programs@gmail.com)

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## BEST PRACTICE: CHAPTER WEBSITE REVIEW

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Chapters should have one primary website. It is the responsibility of the chapter president or her designee to review the chapter's website at least quarterly. The review should include a technical and content audit and should be conducted by members of one (or more) of the following committees: website, communication, public relations, technology, and/or a chapter officer.

Necessary updates or changes should be communicated to the chapter webmaster following each review. Additionally, to maintain a consistent online presence, chapters should search the Internet regularly to locate any legacy websites. Any such websites (i.e., created during a prior administration) used to represent the chapter should be taken down as soon as possible.

- Content Audit**
- Remove or archive outdated items and remove duplicate content.
  - Ensure content supports the values and ideals of the organization.
  - Confirm contact information for the chapter's officers is accurate and current.
  - Make sure photos and associated captions of Youth Initiative participants follow the guidelines in the Risk Management Manual (such as media release consent).
  - Verify internal chapter business documents are kept in a secure, password-protected portion of the website.
  - Ensure the Sorority's governing documents (that is, Constitution and Bylaws, Protocol and Traditions Manual, Code of Conduct, and others) are not kept on the chapter's website.
    - Sorors must retrieve these documents from the National website to ensure the most current version is referenced.
  - Create a [sitemap](#) to tell web crawlers how to crawl your website.
  - Ensure that files and documents that are password-protected and/or only intended for sorors/members do not appear in search results.
    - [How to Remove Information from Google](#)
    - [How to Remove Information from Bing](#)
  - [Create a Robots.txt file](#) to help control which files and/or directories a search engine crawler is permitted to visit.
  - Verify no personal contact information about members is or has been published publicly.
  - Verify the content is consistent with the Delta Writing and Branding Style Guides.
  - Verify the content remains compliant with the most current version of the Delta Technology Guidelines.
  - Ensure unofficial symbols are not used in conjunction with official Sorority symbols and/or

[trademarks](#). Please see the Delta Branding Guide for a list of the Sorority’s registered marks.

**Technical Audit**

- All links to email addresses, website addresses, images, and documents are functional (no broken links).
- Images are visually displayed properly (that is, photos are not distorted or misshapen, references to the image files are correct, etc.).
- Videos play properly.
- Ease of navigation.
- Website design is consistent.
- Consistent look-and-feel in all browsers.
- Website is ADA Compliant at Level A compliance (or higher). [WebAIM](#), [PaperStreet Web Design](#), and others provide free checklists or training resources to assist with implementation. The full Web Content Accessibility Guidelines (WCAG) 2.0 are available on the [World Wide Web Consortium \(W3C\) website](#).

The Web Content Accessibility Guidelines (WCAG) 2.0 covers a wide range of recommendations for making Web content more accessible. Following these guidelines will make content accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity, and combinations of these. Following these guidelines will also make your web content more usable for everyone.

## Section 5 Email

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### 5.1 Email Overview

The information contained in this section pertains to all emails exchanged by sorors while conducting the business of Delta Sigma Theta Sorority, Inc.

**Confidential Information**

Confidential material must not be sent in an email except as necessary to complete official duties. If this is the case, ensure documents containing PII are password protected.

Confidential material includes, but is not limited to:

- Chapter roster, financial reports, budgets
- Sorority governing documents.
  - Sorors must retrieve these documents from the National website to ensure the most current version is referenced.
- Documents/Materials labeled as confidential or proprietary.

### **Receiving Emails from Grand Chapter**

- Sorority members must use a personal email account to receive emails from Grand Chapter instead of their professional/work email address.
- This personal email account should not be a shared account (for example, [MinorFamily@gmail.com](mailto:MinorFamily@gmail.com)).
- Chapters are empowered to refuse to add work emails to chapter distribution lists

### **Forwarding Emails**

Do not forward emails containing Sorority information or official Sorority business to non-members, such as:

- sorors who are not financial.
- sorors who have been suspended.
- those who have been expelled.
- those who have not been duly initiated into the Sorority.

If the content violates the Code of Conduct and/or may create embarrassment for the Sorority, forward the email to National Headquarters at [dstemail@deltasigmatheta.org](mailto:dstemail@deltasigmatheta.org).

### **Chapter Mailing Lists**

The chapter internal mailing list must be compared to the chapter roster in the Red Zone regularly for accuracy, especially during dues cycles and when sorors relocate or leave a chapter.

## **5.2 Chapter Email Accounts**

The information contained in this section pertains to all email accounts and social media inboxes that are owned by chapters of Delta Sigma Theta Sorority, Inc.



## Establishment & Maintenance:

All chapters must have a chapter email account for official communication with National Headquarters, chapter members, and the public.

The following chapter leaders must have access to the chapter email account:

- Chapter President
- Corresponding Secretary
- Advisor(s) (collegiate chapters)

Chapters must provide chapter officers and chapter committees with email accounts.

- The passwords to chapter email accounts must be changed whenever officers change (i.e., during election cycles/transition, resignation, impeachment).
- All chapter email accounts must be checked at least weekly.

## Transition

- Access to chapter email accounts must be passed on to the new chapter officer/committee chair when a new officer/committee chair is elected or appointed. This includes passwords, access information, and any other information about the email account.
- The transition period may vary by chapter. Consult your chapter's policies and procedures for timing.

### Important



*To aid in transition and record-keeping, chapter officers and committee chairs **MUST** use their chapter email, NOT their personal email, to conduct business related to their office or committee.*

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## BEST PRACTICES: EMAIL

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### Selecting an Email Solution

Many web hosting companies (for example, [HostGator](#), [Bluehost](#), [InMotion Hosting](#), [SiteGround](#), and others) include email with their product offerings for no additional charge.

Officer/committee chair email accounts do not have to be associated with the chapter website's address (for example, officer@deltachapter.org). Free email providers like Yahoo, Gmail, or Outlook may be used.

Chapters are empowered to research and use the solution that works best for them financially while also complying with the Delta Technology Guidelines.

**Example:** Chapter/Committee/Officer Email Addresses:

- president@deltalandalumnae.org
- chipsidelta\_treasurer@gmail.com
- deltaland.dst@outlook.com
- chipsidelta2035@gmail.com
- artsandletters@deltalandalumnae.org
- deltaland\_fundraising@gmail.com

### Mailing Lists

Chapters may create an email distribution list using email marketing services (for example, [Constant Contact](#), [MailChimp](#), [Benchmark](#)) list-serve (for example, [Google Groups](#), [Topicbox](#)), or online collaboration tools (for example, [Microsoft Teams](#), [Slack](#)) for internal chapter use.

Chapters may also create an email distribution list using email marketing services or list-serves for mass notification and event promotion or to distribute electronic flyers to the community. Instructions for how to join and/or sign-up forms for these lists must be publicly available, easy to find, and clearly labeled on the chapter's website, social media platforms, or event sign-in sheets as appropriate. No secret groups may be created.

### Recipient Privacy

When sending emails to five people or more, or to groups that include both members and non-members, it is a best practice to use the 'bcc' (blind carbon copy) option. This allows each recipient to only see their email address.

Do not forward email that includes the previous recipient's email address.

## Sharing Documents Outside of the Chapter

Although documents may be stored using a cloud file storage service (for example, Dropbox or Google Drive), this may not be feasible for sending documents to recipients who are not members of the chapter or who do not also use these services. In these instances, email is an appropriate option to send documents between chapters, National Headquarters, National Officers, Regional Officers, or to partner organizations.

### Phishing

A **phishing** scam/malicious email can look just like it comes from a financial institution, an e-commerce site, a government agency, or any other service or business.

It often urges you to act quickly, because your account has been compromised, your order cannot be fulfilled or there is another urgent matter to address. Phishing emails may use the same logos, phone numbers, and addresses that appear on your statements or bills. Always be suspicious of an email that asks for your information.

If you are unsure whether an email request is legitimate, try to verify it:

- Contact the company directly using the information provided on an account statement or the company's official website.
- Search for the company online but not with information provided in the email.
- If you receive a phishing email, stay calm. There's no risk to receiving it. Just delete it.
- If you have contacted the company and they confirm the email is a phishing attempt, they may ask you to forward the email to them so they can investigate further.

## Spam

**Spam** is the electronic equivalent of junk mail. The term refers to unsolicited, bulk email.

To reduce spam:

- Enable filters on your email programs: Most internet service providers (ISPs) and email providers offer spam filters; however, depending on the level you set, you may end up blocking emails you want. It's a good idea to occasionally check your junk folder to ensure the filters are working properly.
- Report spam: Most email clients offer ways to mark an email as spam or report instances of spam. Reporting spam will also help to prevent the messages from being directly delivered to your inbox.

**RESOURCE:** [National Cyber Security Alliance - Stay Safe Online](#)

## Section 6 Group Messaging

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The use of group messaging services/apps—for example, [Calling Post](#), [Remind](#), [GroupMe](#), [Whatsapp](#), [Telegram](#), [Signal](#), iMessage, and/or group texts—has become increasingly popular as a quick and easy way to communicate.

Many chapters recognize this and are using these types of services/communication to provide real-time information and reminders to chapter members and/or external recipients,

Chapters should closely review the service provider's privacy policies and terms and conditions before selecting an app.

The information contained in this section pertains to group communications sent by the chapter to its members and/or external recipients using these services.

## 6.1 Group Messaging Overview

### Usage

Chapters may use robocalling, text messaging, and/or mass messaging services to send alerts about, but not limited to:

- Meeting and event details, updates, and reminders
- Meeting and event cancellations due to weather or power outage
- Quick dissemination of unforeseen information such as emergency notifications and date/time/location changes
- Attendance or Emergency Management Polling
- Communicating with Youth Initiative participants and parents/guardians

## 6.2 Management of Group Messaging Service

### Establishing

- Committee chairs may create groups to communicate with their committee members and/or youth initiative participants and their parents/guardians.
- The chapter president and committee chair must be members of these groups as appropriate

### Maintenance:

- List members must be given the option to receive group messages. Do not add anyone to a group without their knowledge or consent.
- Group members must have a way to remove themselves from the group or to request to be removed from the group.
- Only use personal phone numbers to send voice and text messages instead of professional/work mobile phone numbers.

The chapter president must designate a chapter member or committee to manage the group messaging service. The group message manager(s) will be responsible for:

- Creating and sending messages.
- Ensuring approval of messages that reflect or are considered official

chapter communication.

- Regularly checking member lists for accuracy and removing group members as appropriate

Recommended Group Message Managers include:

- Corresponding Secretary
- Journalist
- Technology Committee
- Committee Chair (for example, Debutante Committee Chair, Delta GEMS Committee Chair)

## Privacy

The phone numbers of group members **must not** be:

- used or provided to anyone without the written consent of the group member
- sold to any person and/or organization; or
- used for purposes other than receiving notifications/alerts from the chapter.

### Note



*Be mindful of frequency and time of day when sending text/group messages so group members are not inundated and miss important items.*

## Section 7 Social Media Guidelines

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### 7.1 Social Media Overview

Regions, chapters, and sorority members/sorors increasingly use social media networks to communicate. As usage grows, more regions, chapters, and sorority members/sorors are utilizing the Sorority's name and other property in their exchanges. In some instances, their use infringes on the Sorority's rights and harms its interests.

New social media networks are created frequently, and existing social media networks often update their features. As a result, this document is unable to explicitly list all social media networks or provide guidelines for each of their features.

## 7.2 Regional & Chapter Social Media Accounts

Regions and chapters are not required to have social media accounts. However, if a region or chapter chooses to have social media accounts, it must comply with the most current version of the Delta Technology Guidelines.

Before creating ANY social media account, become familiar with the social media platform's terms and conditions, as well as the privacy policy. These policies should be reviewed often as services periodically make updates.

### **Approved Social Media Platforms**

The following social media platforms have been vetted and may be used by regions and chapters without reservation:

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [YouTube](#)
- [LinkedIn Groups](#) Regions and chapters may create/maintain a LinkedIn Group, but may not create/maintain a LinkedIn Company page.

## Other Social Media Platforms

New social media platforms are created and/or experience rapid changes in popularity. Before your region or chapter creates a profile, group, or page on a platform not listed above, contact [technology@deltasigmatheta.org](mailto:technology@deltasigmatheta.org) to consult on guidelines specific to the platform you are considering. Please allow up to 30 days for a response.

Your request must include the following information:

- Intended use for the social media platform in question
- Target audience
- Features/benefits not afforded by the approved social media platforms; and
- Any other information the region or chapter feels would be beneficial to decision making.

## Content Responsibility

- All information on the region's or chapter's social media account must be reviewed and approved by the regional director/chapter president.
- Collegiate chapters must also include the chapter's advisor(s) in the review and approval process.
- The regional director will be held responsible for the content of regional social media accounts and the chapter president will be held responsible for the content of the chapter's social media accounts.

## 7.2.A Account Settings

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Use the following information, as requested by the individual platform, to complete account profiles for regional/chapter pages.

### Name

The **[YOUR REGION /CHAPTER NAME HERE]** of Delta Sigma Theta Sorority, Incorporated



<b>Username</b>	Platforms may limit usernames to 15-30 characters. If so, an abbreviated form of the chapter name may be used. If possible, include the initials “DST.”
<b>Category</b>	Community Organization, Nonprofit Organization, Sorority & Fraternity
<b>Profile Picture</b>	The region’s/chapter’s logo or image representative of the Sorority may be used.
<b>Brief Description</b>	<i>The official page of the [YOUR REGION/CHAPTER NAME HERE] of Delta Sigma Theta Sorority, Incorporated, chartered on [CHARTER DATE].</i>
<b>Long Description</b>	<p><i>The [YOUR REGION NAME HERE] Region of Delta Sigma Theta Sorority, Incorporated was established in [YEAR ESTABLISHED].</i></p> <p><i>The [YOUR CHAPTER NAME HERE] Chapter of Delta Sigma Theta Sorority, Incorporated was chartered on [CHARTER DATE].</i></p> <p><i>Delta Sigma Theta Sorority, Incorporated is an organization of college educated women committed to the constructive development of its members and to public service with a primary focus on the Black community.</i></p> <p><i>Delta Sigma Theta Sorority, Incorporated. is a private, not-for-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world. Since its’ founding more than 300,000 women have joined the organization. The organization is a sisterhood of predominantly Black, college educated women. The sorority currently has over 1,000 collegiate and alumnae chapters located in the United States, Canada, Japan (Tokyo and Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, Jamaica, the Republic of Korea, the Arabian Gulf, Southern Africa and West Africa.</i></p> <p><i>The major programs of the Sorority are based upon the organization’s Five-Point Programmatic Thrust: Economic Development, Educational Development, International Awareness and Involvement, Physical and Mental Health, and Political Awareness and Involvement.</i></p> <p><i>For more information, visit our national website at <a href="http://www.deltasigmatheta.org">www.deltasigmatheta.org</a>.</i></p>

<b>Visibility</b>	The social media account/page must be public.
<b>Contact Information</b>	Mailing address, email address, and/or phone number for the chapter/region must be included
<b>Website</b>	<ul style="list-style-type: none"> <li>• If one exists, the chapter's/region's website may be included. <ul style="list-style-type: none"> <li>○ If the chapter does not have a website, a link to the national website must be provided.</li> </ul> </li> <li>• Link aggregation services (for example: <a href="#">Linktree</a>, <a href="#">ContactInBio</a>, <a href="#">Linkin.Bio</a>, etc.) may also be used. <ul style="list-style-type: none"> <li>○ The chapter/region website (or national website if the chapter does not have a website) must be included.</li> </ul> </li> </ul>
<b>Profanity Filter</b>	Turn on the profanity filter.
<b>Monetization</b>	Regions and chapters may not earn revenue (paid ads, paid subscriptions, etc.) from their social media accounts.

Note



- [How to change your page name on Facebook](#)
- [How to change your name on Twitter](#)
- [How to change your channel details on YouTube](#)
- [How to change your profile details on Instagram](#)

## 7.2.B Social Media Management

When effectively managed, social media networks provide excellent opportunities for chapters and regions to engage with the communities in which they serve. This section provides best practices and guidelines for managing social media accounts owned by a chapter or region.

<b>Social Media Managers</b>	The chapter president or regional director must designate a chapter member or committee to manage social media accounts. The chapter president, chapter advisor, or regional director must also have
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administrative privileges.

The Social Media Manager(s) will be responsible for:

- Creating, or assisting with creating, and posting content
- Working with committees to help them develop content for posting
- Responding to messages
- Monitoring the account and removing inappropriate content

Recommended Social Media Managers include:

- Corresponding Secretary
- Journalist
- Webmaster
- Technology Committee
- Information & Communications Committee

## Planning Posts

- Use social media to promote public Sorority programs and events, noteworthy accomplishments of members or sorors, or other related information of general interest.
- Chapters may advertise/promote reclamation events and/or upcoming chapter meetings via social media.
- All original posts on regional/chapter social media must be reviewed and approved by the regional director/chapter president. Collegiate chapters must also include their advisor(s) in the review and approval process.
- Plan content around the region's/chapter's calendar of events, holidays, and other significant events. Create a [social media content calendar](#) to facilitate approval.
- Regions or chapters promoting any Sorority events where alcoholic beverages will be served must comply with the Sorority's Alcohol and Illegal Drug Usage Policy as well as applicable state and federal laws.
- Regions and chapters may use the crest while promoting the following types of events:
  - Fundraising Events

- Community Service Events
- Five-Point Programmatic Thrust Events
- Public Service Events
- Founders Day Events
- Do not promote or discuss:
  - Membership Intake Activities (except New Initiate Presentations)
  - Closed ceremonies
  - business or personal promotions
  - off-campus events, or pre- or post-parties.

**Posting Ability**

Only administrators/editors may create posts (text, photos, or videos) on the page.

**Comments**

Anyone may comment on posts. A member of the region’s leadership team/chapter member must regularly monitor and remove inappropriate content. Alternately, comments should be disabled if they will not be monitored.

**Location**

For security purposes, do not show location on location posts unless it is the location of an event venue in a promotional post.

**Live Streaming**

Regions and chapters may stream public events in part or total. Be sure to inform the participants and attendees the event will be live-streamed and ensure participants/attendees are aware of who will be operating the camera(s) for the live stream before streaming begins.

**Advertising**

Regions and chapters may use paid advertising to promote events.

## Photographs & Video

Chapters and regions may include various photographs and videos depicting Sorority members participating in chapter activities or public service events.

Photos/video from events that are intended for chapter members or sorors only may be posted at the regional director's/chapter president's discretion.

See the Risk Management Manual for guidelines on posting photographs of youth.

### Important



*Under no circumstances may photographs, videos, or live streams of closed ceremonies be posted. This includes pre-ceremony activities such as those conducted in holding rooms where dais participants assemble before entering a ceremony.*

## Groups

- Chapters may create Facebook or LinkedIn groups for chapter members or Youth Initiative groups.
- The chapter president and committee chair must be members of these groups.
- The group administrator(s) must regularly monitor and remove inappropriate content, check member lists for accuracy, and remove individuals who are no longer affiliated with the group (that is, no longer participating in the youth initiative program, no longer a member of the chapter, etc.).
- The group privacy setting must be set so the membership list is not visible to non-group members.

## Event pages (Facebook feature)

- Regional and chapter events must be created from the region/chapter Facebook page, not a sorors' personal page. After the event has been created, it may be shared by anyone.
- A regional/chapter email address or website must be listed.

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## BEST PRACTICES: SOCIAL MEDIA MANAGEMENT

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### Management Tools

Use a social media management system (for example, [Hootsuite](#), [SocialPilot](#), [Buffer](#), [SocialOomph](#), etc.) to manage posts across multiple social networks from one secure, web-based dashboard. Keep reporting, posting needs, and budget in mind when considering a solution.

### Increasing Engagement

**Mention/Tag:** Used to start conversations with your followers, other chapters, community partners, or notify them of a post as an FYI.

**Hashtags:** A word or phrase preceded by a pound sign (#) used to identify similar messages on a specific topic. (#PowerInOurVoice; #dst1913, #SocialAction).

**Get Personal:** Go beyond retweeting and liking and comment to start a conversation; Acknowledge and answer questions; Respond to comments with humor or warmth

## 7.3 Sorors & Social Media

These guidelines are not meant to infringe upon the personal freedom or social interactions of individual sorors, except to the extent necessary to ensure that use of social media by sorors does not harm the Sorority's reputation, goodwill, or expose the Sorority to injury or liability.

### Disclaimer Statement

It is recommended that one of the following disclaimer statements be displayed when the user identifies herself as a member of Delta Sigma Theta Sorority, Inc. on a social media network:

- *The views expressed on this website are mine alone and do not represent the views of Delta, its leadership, or any of its individual Sorority members.*
- *The views expressed are mine alone and are not those of Delta Sigma Theta Sorority, Incorporated.*
- *My views are mine alone.*

**Protect Delta's  
Confidential and  
Proprietary Information**

Always be mindful that social media networks are public and have low security. Non-Sorority members (those who are not Deltas) may have access to information that you believe is limited to a group of sorors.

- Providing one's member number, and/or system ID **MUST NOT** be a requirement to be added to or remain part of social media groups created by individuals.
- Delta's confidential or proprietary information may not be posted or shared online.
- Do not post private or personal information about other members or sorors. This includes, but is not limited to addresses, telephone numbers, membership numbers, or any other identifying information.
- Comments regarding allegations that a member or soror has engaged in illegal, unsafe, or Code of Conduct violations must not be discussed on social media networks. This also includes allegations that are ultimately substantiated. This information should be reported to the Scholarship and Standards Committee, National First Vice President, and Executive Director by contacting [dstemail@deltasigmatheta.org](mailto:dstemail@deltasigmatheta.org).
- Under no circumstances should such allegations be forwarded to another member or soror.
- Members/sorors must not discuss the Membership Intake Process on social media. This includes but is not limited to narratives and terms such as "made" or "pledging."
- Members/sorors must not post reports, photographs, audio, and/or video of closed Delta assemblies, photographs in poor taste, or copyrighted material or illegal material.

## Code of Conduct

Delta's Code of Conduct applies to both online and offline activities. Violation of the Code may form the basis for disciplinary action.

The U.S. Congress and states are regularly codifying laws that criminalize or penalize certain online conduct and communications. Being sanctioned according to Delta's Code of Conduct will not protect an individual from being punished under applicable state or federal laws for engaging in conduct online that is illegal.

## Social Media Groups:

Individual sorors who create and serve as administrators for soror-only social media groups not related to regional or chapter activities must ensure adherence to all the Sorority's policies. This includes the *Constitution and Bylaws*, Code of Conduct, Protocol and Traditions Manual, and these Delta Technology Guidelines.

## Respect Others

Each soror shall treat all persons with dignity and respect.

*Delta prohibits cyberbullying on any electronic and/or social media.*

Sorors are prohibited from

- making (or forwarding) disparaging comments about any individual, including members of other fraternal organizations;
- using personal insults or racial or ethnic slurs about any individual, including members of any fraternal group; and
- engaging in bawdy humor on any social media site that could be associated with Delta, even tangentially, through the use of Delta's Marks.

## Do Not Misuse Delta's Intellectual Property

Delta Sigma Theta Sorority, Inc. is the exclusive owner of all intellectual property associated with it or used to denote it. This includes its name (and any derivatives of its name), logos, and symbols (collectively "Marks").

- Sorors are prohibited from using Delta's Marks in a manner that would defame Delta Sigma Theta Sorority, Inc. or otherwise damage its reputation and goodwill.
- Individual sorors MUST NOT use the Sorority's and/or regions' social



media profile pictures as their personal profile picture on any social media site.

- Sorors are not authorized to use Delta's Marks for any commercial purpose (i.e., to make money from using the property or to promote other causes), to authorize any third party to use Delta's Marks for any purpose, or in a manner inconsistent with the Delta Technology Guidelines.
- Sorors are granted limited use of Delta's Marks, excluding the Sorority Crest and Torch of Wisdom, in personal photographs or videos not used for commercial purposes.
  - Sorors MAY use personal photos of themselves or others wearing Delta paraphernalia that may include the Sorority's marks (including the Sorority Crest and Torch of Wisdom) in the garment as profile photos, cover photos, avatars, etc.

### Sharing Sorority Social Media Content

Sorors and the general public are encouraged to use a platform's share feature or content reposting apps to distribute posts from national, regional, or chapter social media pages/accounts to their personal networks. However, **do not edit official Delta social media posts (captions) prior to sharing** on a personal social media page. Individuals *may add* their comments when sharing.

#### Important



*The official Founders portrait and pictures of the Founders are **not** for personal casual usage such as screensavers, flyers, profile pictures, cover photos, etc.*

# Section 8 Document Retention & Protection

## 8.1 Document Retention

The following section provides guidance about document retention. Document retention gives future members a historical insight into the past events of the Sorority. Refer to the Chapter Management Handbook for additional guidance. If further clarification or guidance is needed, please contact your region’s member of the National Scholarship and Standards Committee.



*Specific document and email retention guidelines should be outlined in your chapter’s policies and procedures. Refer to the Chapter Management Handbook for initial guidance.*

### Have Questions?



If further clarification or guidance is needed, please contact your region’s member of the Scholarship and Standards Committee.

It is important that the records and documents related to the business of Delta Sigma Theta, Sorority, Inc. are adequately protected and maintained, while records that are no longer needed or of no value are discarded.

High Priority Archives	Informative Archives
<ul style="list-style-type: none"><li>• Chapter charting documents</li><li>• Chapter meeting minutes</li><li>• Chapter newsletters</li><li>• Chapter anniversary celebrations</li><li>• Treasurer’s reports</li><li>• Chapter audits</li><li>• Committee reports; including expense reports to aid in future budgeting</li><li>• Chapter policy and procedures, including amendments</li><li>• Photos and videos</li><li>• Any other reports the chapter feels are important</li></ul>	<ul style="list-style-type: none"><li>• Lists of past chapter officers and membership rosters</li><li>• Photos of past chapter officers; including dates and names</li><li>• Photos of events, socials, celebrations; including dates and names</li><li>• Photos of lineage, new initiate presentations (NIPs); including dates and names</li><li>• Marketing materials such as press releases, flyers, newspaper advertisements, radio ads (audio), etc.</li><li>• Articles about the chapter and/or chapter members</li><li>• Event materials such as programs, photos, flyers, etc.</li></ul>

## 8.2 Document Protection

Store records and documents in a secure location in a manner that preserves the quality of the records. Records containing confidential information, such as member records, financial data, credit card information, and other PII must be kept under lock and key or in a restricted area with limited access.

Paper records should be scanned and converted to electronic records, whenever possible. Sorority archives should be kept electronically via an external hard drive, flash drive, cloud storage, or on a private server. Electronic records should be backed up to external drives to ensure a minimal loss of data in the event of hard drive failure, theft, or other loss of the original data.

The following guidelines apply to the use of a private server:

- An administrator must develop processes, such as firewalls, to prevent intrusions or data loss.
- Access to the server should be tightly controlled through the use of user IDs and passwords.
- Access to directories on the server must be restricted only to those sorors who need to use it.

## Section 9 Cloud File Storage Services

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Cloud File Storage Services refers to using a third-party network of remote servers, hosted on the Internet, to store and manage data. Cloud file storage services—like [Apple iCloud](#), [Google Drive](#), [Dropbox](#), [Amazon Cloud Drive](#), and others—provide users with a hard drive in the cloud or on the Internet.

Cloud file storage services are very accessible, allowing chapters and members to access documents, photos, videos, and any other saved files from any device with an Internet connection. Some cloud file storage services also allow co-authoring or editing collaboration, like Google Docs and Dropbox (via Microsoft Online).

### 9.1 Recommended Service Features

The best cloud file storage services should have features that allow you to:

- Upload and save any type of file you would save on your local hard drive.
- View, edit, and share your content regardless of what computer or device you are using.

- Automatically sync files across all devices.
- Safeguard content through password-protected sharing and file encryption.
- Easily and conveniently navigate the service's interface and tools. Additionally, the selected service should be intuitive and straightforward.

Many sorors already have a free account with a cloud service provider. When considering a cloud service, be sure to take into consideration the amount of space available for free accounts. If a service provider offers paid account levels for teams or businesses in addition to free accounts, be sure to determine if the team/business space usage is considered separate from the free account space usage.

## 9.2 Regional and Chapter Guidelines

The following guidelines pertain to regions and chapters electing to use a cloud file storage service to house documents and aid in collaboration.

Like the members-only area of a regional or chapter website, this area and any items hosted within, must not be accessible to individuals who are not members.

A member of the region's leadership/chapter must secure the cloud storage account in the region's/chapter's name using an email account that transitions from one administration to the next.

Documents that may be distributed through cloud file storage services include, but are not limited to:

- Chapter and committee meeting minutes
- Policies and Procedures
- Rules of Order
- Committee reports
- Agenda, etc.

The following documents may be distributed through cloud file storage services, but the documents themselves must also be password-protected:

- Chapter treasurer reports, to include budgets
- Internal Audit Reports
- Financial secretary reports
- Membership directory and/or roster.

## Section 10 eCommerce Accounts

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The National Finance Committee is the primary authority regarding regional and chapter fiscal operations.

Please see the Fiscal Officers Manual for policies for the establishment and use of merchant accounts, online business payment accounts (for example PayPal, CashApp), crowdfunding (for example GoFundMe, Indiegogo), and online event management solutions (for example Eventbrite, TicketSpice).

### Have Questions?



Send questions about merchant accounts, online payments, crowdfunding, and fundraising to the National Finance Committee:

[FinanceCommittee@deltasigmatheta.org](mailto:FinanceCommittee@deltasigmatheta.org)

## 10.1 Account Settings

Chapters should use the following guidance, as requested by the individual platform, to complete the account profile:

### 10.1.A Online Payment Accounts

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The online payment account must be set up in the name of the chapter listing the chapter president as the contact.

- The chapter must establish an email account specifically for online payments. This email account must be monitored regularly (at least every other day or daily during high-volume use).
- The online payment solution must send an email to the primary chapter email address listed, notifying the chapter of the receipt of a payment.
- User accounts must be set up for the treasurer and the financial secretary.
- The login ID and password must be provided to the president, treasurer, and financial secretary.

## 10.1.B Event Management Accounts

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**Contact Info:** The account email address must be a chapter email account, for example, marketing committee, technology, treasurer, or president. The chapter logo or image representative of the Sorority may be used as the profile photo.

**Credit/Debit Cards:** Credit and debit card numbers must not be saved to the online event management account.

**Affiliate Program** Offering a referral commission to third-party promoters is prohibited

**Multi-User Access:**

- The online event management solution must support multiple user access to allow committee chairs to manage their events if desired.
- The account administrator must ensure the chapter's president, treasurer, and financial secretary have a login for the online event management account using their respective chapter email address.
- The president must have the same access to the account and events as the account administrator.
- Chapters must not have multiple accounts with the same event management solution.

**Payout Methods** The chapter treasurer and financial secretary must ensure any funds collected using the event management solution are disbursed to the chapter by check or are transferred via direct deposit into the chapter's bank account.

**Event logo/image** An Event logo, chapter logo, or image representative of the Sorority may be used. Chapters may not use official marks and symbols of the Sorority (i.e., Greek letters, Sorority Crest, Torch of Wisdom, other items listed in the Delta Branding Guide as registered marks) unless they are incorporated in a chapter logo.

**Organizer name:** Use the region's or chapter's name.

**Organizer description:** This event is hosted by the ***[YOUR CHAPTER NAME HERE]***

Region/Chapter of Delta Sigma Theta Sorority, Incorporated, a nonprofit organization that provides community service throughout the world.

For more information, visit our region's /chapter's website at [\[REGION/CHAPTER WEBSITE\]](#). You may also visit our national website at [www.deltasigmatheta.org](http://www.deltasigmatheta.org).

### **Listing Settings**

A private page must be used for events that are only open to sorors.

### **Payout Methods**

The chapter treasurer and financial secretary must ensure funds collected are disbursed to the chapter by check or are transferred via direct deposit into the chapter's bank account.

## **Section 11 Electronic Voting**

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As a reminder, electronic voting is authorized in the Constitution and Bylaws, Article IX Elections and Voting, Section 4B.

Chapters electing to vote electronically must ensure:

- only those chapter members present for the meeting during which the election is held receive a ballot;
- each member is only allowed to cast one ballot per election or run-off;
- the confidentiality of each member's vote is maintained; and
- the selected solution complies with the electronic voting specifications outlined in the Administrative Procedures for Membership Intake.

## **Section 12 Electronic Meetings**

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Electronic meetings are authorized for all regional and chapter committees and subcommittees in the Constitution and Bylaws, Article XII Electronic Meetings and Communications. See the Virtual Meeting Guide for information about conducting chapter meetings via online meeting platforms.

## Section 13 Mobile Applications (Apps)

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The information contained in this section applies to all apps owned by a region/chapter of Delta Sigma Theta Sorority, Inc. Regions/chapters are not required to have an app. However, if a region/chapter chooses to have an app built, it must comply with the most current version of the Delta Technology Guidelines.

### 13.1 App Overview

The word "app" is an abbreviation for "application." While an app may refer to a program for any hardware platform, it is most often used to describe programs for mobile devices, such as smartphones and tablets.

The typical apps which most are familiar with can be found in the [Apple App Store](#) or [Google Play Store](#).

Chapters/Regions may hire an app developer. There is extensive documentation for those who wish to get started developing [Apple](#) and [Android](#) apps themselves.

#### 13.1.A App Content and App Store Metadata

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<b>Developer Account</b>	A member of the region's leadership/chapter must secure the developer account in the region's/chapter's name using an email account that transitions from one administration to the next, instead of using a second party's developer account. This ensures that regions/chapters can control the content, including deleting the app from an app marketplace once it is no longer needed or being maintained.
<b>Review &amp; Approval</b>	All information in the app must be reviewed and approved by the regional director/chapter president.
<b>Contact Information</b>	Apps must include contact information for the region/chapter, including region/chapter name, mailing address, and/or email address.
<b>Disclaimer</b>	Apps must contain the following statement, verbatim.  This app is the sole property and responsibility of the <b>[YOUR REGION/CHAPTER NAME HERE]</b> of Delta Sigma Theta Sorority, Incorporated.
<b>Banned Information</b>	The information listed under Banned Information, must not appear in an app.



<b>User Privacy:</b>	Apps should access only the information on the user’s device that is <i>absolutely necessary</i> to the app’s functionality
<b>Monetization</b>	Regions/chapters must not monetize an app using paid advertisements, in-app purchases, or paid subscriptions.
<b>Advertisements:</b>	Regions/chapters are discouraged from using free app platforms/frameworks that provide automatic advertising in the app
<b>App Store Metadata</b>	This information must be completed to describe the app that was developed, not the region/chapter.
<b>App Icon:</b>	An app-specific icon or region/chapter logo must be used as the graphic to avoid confusion with any apps the Sorority may choose to create in the future. Official marks and symbols of the Sorority (i.e., Greek letters, Sorority Crest, Torch of Wisdom, or other items listed in the Delta Branding Guide as registered marks) must not be used.

## Section 14 Frequently Asked Questions

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**1.) I took a photo with a new initiate outside a closed event venue. Is this permissible?**

Yes. Taking pictures with a new initiate, regardless of what color she is wearing, is perfectly fine. Taking pictures and/or video of a ceremony and/or the ceremonial table are prohibited, as is taking pictures/video of those actively participating in a ceremony.

**2.) May we hire a professional developer for mobile apps?**

Yes. As with chapter websites, application developers who are not sorors should not be exposed to member information.

**3.) For financial reports, if we have a summary of the information on a PowerPoint presentation instead of the whole report that we upload to members only, we would still need to password-protect it, correct?**

Correct. The presentation should be password-protected.

**4.) Can financial documents be posted to the chapter website if they are individually password-protected AND are only accessible via members’ individual username and password?**

Yes.

**5.) Is it appropriate for a chapter website to contain Delta tools, such as the Delta Technology Guidelines, & documents?**

No. Chapters should direct sorors to the national website to ensure the most up-to-date information is accessed.

**6.) Are there any concerns with hiring a person/firm to manage a chapter website if we continue to follow the Delta Technology Guidelines?**

No. Hiring a person/firm to manage the chapter website is allowed. It is also a good idea to share the Delta Technology Guidelines with them. Remember, a chapter member must maintain the members-only area content. The developer should create the shell for the members-only area, then train members of the chapter on how to add and edit content.

**7.) Present membership information was listed as banned. However, the previous section said chapter rosters were allowed. Can you please clarify what is meant by membership?**

Chapters may not provide a listing of their current chapter membership on public-facing areas of their website. Chapters may include a password-protected roster/directory of current chapter members within the members-only area of the chapter website or via cloud storage.

**8.) Are .edu accounts acceptable as a personal email account?**

No. Since email naming conventions vary from university to university (that is, some universities use student.university.edu, faculty.university.edu, alumni.university.edu, and some do not) there is no way to know if the email address is work or personal.

**9.) Is it acceptable to re-post content from the national website, for example, news, events (flyers), news regarding NPHC topics?**

Yes. It is always appropriate for chapters to share content that has been posted to the national social media accounts. The chapter president is ultimately responsible for the content that is on a chapter's social media. Consequently, chapter presidents are empowered to decide if content not related to the Sorority or the chapter will be shared via a chapter's social media.

**10.) Who do we inform if a chapter or member (that we do not know personally) posts an item on social media that is not allowed?**

If the item in question is on a chapter's social media account, send an email to the chapter president with a photo/screenshot of the content in question. If it is an individual soror you know personally, reach out to her privately. If it is a soror you do not know personally, you may email the content in question to National Headquarters at [dstemail@deltasigmatheta.org](mailto:dstemail@deltasigmatheta.org).

**11.) Can chapter members post their own created videos on their individual social media pages to advertise a chapter event?**

No. Individual members must not create their own videos or posts to promote chapter events

unless the chapter president has asked members to do so. If this is a chapter event, promotion must be approved by the chapter president and ideally should be posted on the chapter's social media account first, then individuals should share the promotion from the chapter's page.

**12.) If a past initiated soror of a collegiate chapter passes away, the chapter cannot make any posts about her on social media?**

Defer to the soror's family for guidance.

**13.) What are recommendations for recovering or disabling social media accounts for a reactivated collegiate chapter?**

All chapters should make sure social media accounts are established using a chapter email address, not a personal one. Additionally, collegiate chapter advisors must have access to this email account should the need arise to activate/deactivate accounts.

**14.) I know we are to have signed waivers for our youth. However, are we to receive waivers for everyone (adults) that we take photos with in the community (for example, community leaders, community members, etc.)?**

At this time, there is no requirement for chapters to have signed photo releases for non-members beyond what is outlined in the Risk Management Manual. If obtaining a photo release for everyone one who is photographed is a documented chapter policy, that is, it was voted on and approved by the chapter and is included in your chapter's policies and procedures, then you would follow what is in your chapter's policies and procedures.

**Have Questions?**



- Delta Technology Guidelines-related questions, requests for clarification, or suggestions: [technology@deltasigmatheta.org](mailto:technology@deltasigmatheta.org).
- Using the Sorority's trademarks or other branding concerns: [ip@deltasigmatheta.org](mailto:ip@deltasigmatheta.org).
- Merchant accounts, online payments, crowdfunding, fundraising concerns: [FinanceCommittee@deltasigmatheta.org](mailto:FinanceCommittee@deltasigmatheta.org).