

Phi Theta Kappa Beta Theta Lambda Chapter Social Media Policy

I. Introduction to Social Media:

This social media policy represents and explains the rules governing social media use for the Phi Theta Kappa (PTK) Honor Society, Beta Theta Lambda Chapter (BTL) at Merritt College. It follows that this policy describes how designated officers and members must use the PTK's social media accounts upholding the respective reputation of the **Peralta District.

This social media policy exists to ensure officers and members, regardless of their positions within PTK, use the social media accounts in safe and effective fashions.

Although social media can benefit our chapter — especially in terms of marketing, relationship building and collaboration with local chapters — poorly-judged or -timed social posts can hurt PTK's reputation.

PTK's social media policy pertains to all members and officers (within the Peralta District), who log onto social media platforms to complete PTK chapter-related activities outside of general meetings such as events, tabling, and conventions.

For the purposes of this policy, social media may refer to:

*Popular social networks such as Twitter, Facebook, Instagram and SnapChat

**The social media uses of PTK will adhere to the respective guidelines of the Peralta District's values of integrity, positivity, encouragement and recognition of student academic achievement.

- Failure to uphold these values will lead to the social media accounts to be terminated by the advisor, the College President, the Vice President of Student Services (VPSS), the Vice President of Instruction (VPI), or deans of Merritt College within Merritt College.

II. Basic Advice and General Guidelines:

When posting from any PTK social media account, please adhere to these standards:

- **Correct your own mistakes.** When you make a factual error in a post, create an update to correct it. Deleting or editing the original post should come at your own discretion, depending on the situation.
- **Do not escalate issues.** Responding to other social media users, especially concerning a contentious subject, can result in a heated argument. To avoid such arguments, it is best to avoid commenting.
- **Think before you post.** This is the golden social media rule. Not only should you check grammar and spelling, but ensure there will not be any negative effects from posting a picture or a status update.

III. Use of Beta Theta Lambda Social Media

Accounts:

BTL Chapter's social media accounts must only be used and created by the Social Media Committee (3 current officers elected by the board or appointed by an advisor), for the purpose of meeting our chapter's goals. If any member sees the opportunity for something of interest to be posted pertaining to the chapter's objectives, it will require board or advisor approval.

Account activity should not stray from the chapter's goals of recruiting prospective members and engaging with local chapters as well as promoting chapter events, fundraisers, members and conventions. Doing so builds stronger relationships with future members and local chapters along with having individuals see the great work PTK does for the campus and community.

Officers can typically meet these goals by:

- Distributing original content pieces such as blog posts, infographics and product photos.
- Sharing third-party content pieces relevant to chapter members.
- Promoting events, including tabling and conventions.
- Announcing new events, apparel and initiatives.
- Interacting with local chapters and members.
- Monitoring the social web for brand mentions and responding accordingly.

IV. Social Media Committee:

Only three (3) approved officers within the committee may access BTL Chapter's social media accounts to perform the aforementioned tasks.

The committee will grant authorization of posts. They will do so when creating and executing social media strategies, or researching new and existing target audiences.

Committee members will only approve certain posts to ensure its social media voice and approach stay consistent, aligning with marketing and member service objectives as well to stay within the guidelines and values of Merritt College and the Peralta District.

V. The Two Elements of a Post:

When including other chapters' posts, use the **hashtag symbol** along with their chapter name. It is prohibited to tag individual member accounts as we do not know if the account adequately represents PTK's objectives and standards.

In staying within the Social Media outlines from the Phi Theta Kappa International Honor Society's (headquarters), the following **captions** will be used for the appropriate posts. *Please note that these captions can be added to as long as they mention PTK and the chapter in some manner. Each caption should be accompanied by at least one hashtag such as #IAMPTK.

To share general information about PTK (BTL Chapter) events, or opportunities:

- We are 1st-generation students. Working parents. Adult learners. Tomorrow's workforce. We are PTK, and so are you. ptk.org/join #IAMPTK

- Find where you belong, and become the person you are meant to be. You are PTK. Learn more: ptk.org/Join #IAMPTK

To share general information about PTK (BTL Chapter) events, or when invitations go out:

-You are PTK—your invitation proves it. Join us << day, time, location >> to learn more. #IAMPTK

To share general information about PTK (BTL Chapter) events, during recruitment:

-#IAMPTK, and so are you. Don't believe me? Come visit with (advisor or chapter officer name) to get your questions answered.

To share general information about PTK (BTL Chapter) events, when deadlines near:

-You've got the grades. You're invested in your future. You are PTK. Don't miss out—your invite expires soon! ptk.org/Join #IAMPTK

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