

# SOCIAL MEDIA GUIDEBOOK



A BEST PRACTICE GUIDE FOR SOCIAL MEDIA  
POSTING OF CONTENT AND GRAPHICS.

JULY 2019

# INTRODUCTION

This presentation will highlight and establish the Fifth District protocols and guidelines for posting content and pictures to your local chapter social media accounts. Please refer to this document when preparing to post content to social media.

# THINK BEFORE YOU POST

1. Do not discuss Omega Psi Phi business.
2. Is this a positive representation of Omega Psi Phi?
3. Can this be used against Omega Psi Phi in court?
  - Could this lead to my incarceration?
  - Could this lead to a lawsuit against me?
4. What would my parents, wife, or siblings think?
5. Could this post or text cost me my job or scholarship?
6. Could this post or text cost me my family?
7. Why am I responding to this post or text?
  - Should I dignify this post or text this with a response?
  - What could be the fallout?

# GOOD SOCIAL MEDIA CONTENT

Photographs that should be your posted to you chapter social media accounts include:

1. Brother's graduations pictures in cap and gown on campus.
2. Brother's conducting service projects / mandated programs
  - Mentoring
  - Clothing and food drives
  - Voter registration drives
  - Blood Drives
  - Scholarship presentations
3. Brothers attending community events.
  - MLK parades
  - Stop the Violence rallies
  - Civic meetings



# GOOD SOCIAL MEDIA CONTENT





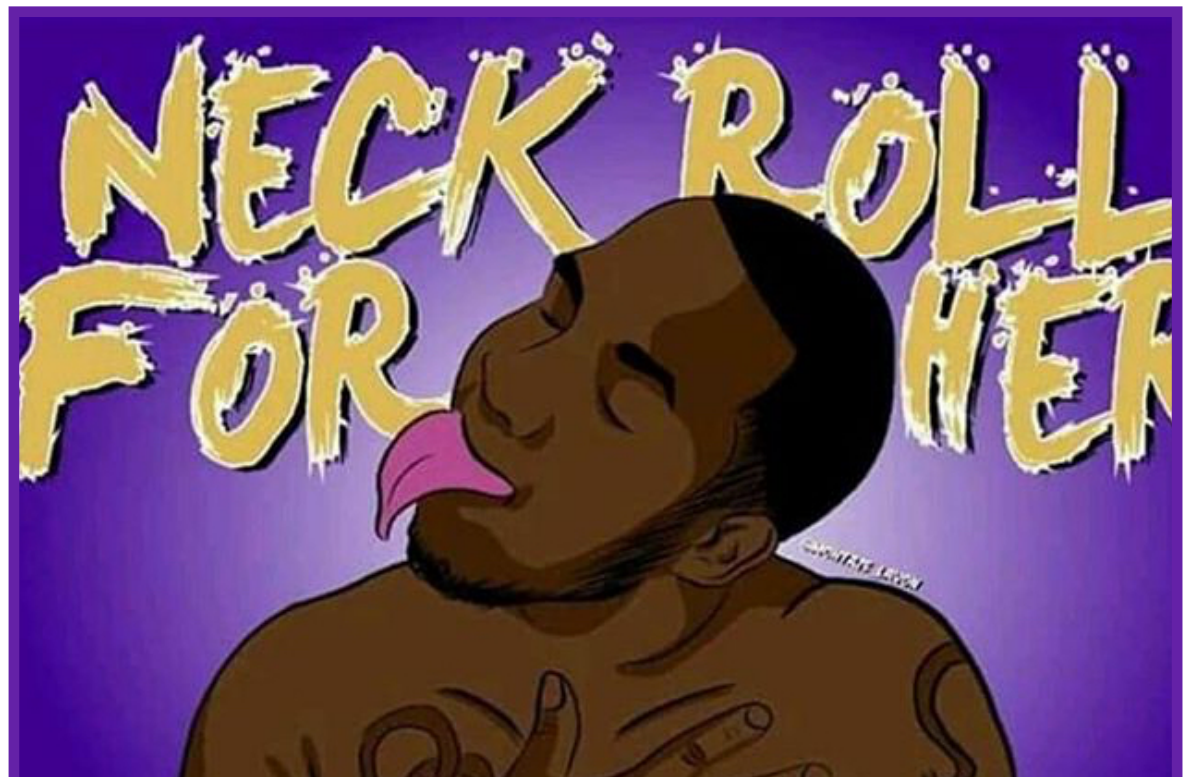
# BAD SOCIAL MEDIA CONTENT

Don't submit posts, texts, or photos of brothers making inappropriate gestures or brothers wearing inappropriate attire.

- Tattered and torn clothing
- Sagging pants and underwear showing
- Tongues out
- Bare chest, no shirt, or nudity
- Clothing with sexual references
- Aggressive or profane language
- Violent actions, intentions, and or threats.
- Sexually explicit gestures
- Physical and sexual violence
- Brandishing weapons



# BAD SOCIAL MEDIA CONTENT





# FIFTH DISTRICT SOCIAL MEDIA PROTOCOL

All Fifth District chapter social media accounts are expected to follow the guidelines set forth by the Fifth District Representative for Fifth District social media accounts which are listed below:

- Instagram: @thelegendary5th
- Twitter: @thelegendary5th