

Chapter Website Guidelines

Chapter specific websites should be designed in good taste with the understanding that the members are providing public information on the chapter and themselves as well as all who comprise membership within their organization and beyond their respective. In general, all chapters should aspire to present an image of which their founders would be proud, abiding by all local, state, and federal laws, as well as the policies and regulations governed by all organizations to which they are affiliated.

Inappropriate Content

- Photos with alcoholic beverages or that indicate the use of alcohol (common containers, funnels or games)
- Pictures with the inclusion of any illegal activities or behavior inconsistent with the policies, values, or ethics of the organization (event names, t-shirts, or activities)
- Links to or from *facebook.com* and/or personal websites (inability to monitor and review each and every site on a consistent basis)
- Distasteful or offensive download/upload links, graphics, audio, video or automated presentations
- Explicit or vulgar language, photos and graphics (nudity and profanity)
- Detailed chapter minutes displaying confidential information
- Reference to drugs, alcohol, or other paraphernalia
- Message or discussion boards without moderator or controlled access
- Use of nicknames for individuals, organizations, events or activities
- Publicize chapter events with detailed date, time and location
- Logos, graphics, information and other items with registered trade marks without legal consent
- Member information such as email, phone, address without legal consent
- Information about the ritual and regalia of the organization
- Endorsements in relation to political affiliation, creed, race or gender
- Non-current information and/or links (under construction, broken links)
- Incorrect terminology or style usage (consult graphics and style guide of your organization)

***All guidelines apply to advertisements and material posted on site and/or all sites with a provided link

Appropriate Content

- International, National, General Fraternity, or Headquarter link
- Link to host institution (university, college or school) information and news
- Alumni relations (newsletters, events, membership directory/roster)
- Recruitment (contact information, overview of recruitment process, member selection and requirements)
- Officer/member information (chapter leadership contacts)
- Updated good news items from the chapter and members
- Annual chapter calendar (listing of upcoming events)
- General contact information (chapter location, mailing address, phone number, email and information for website)
- Objectives and/or purpose of organization
- Scholarship (overall ranking in relation to peers and within the organization)
- Volunteer Service (hours completed, organizations/agencies benefited, money raised)
- Parent information (association contact information, upcoming events)
- Chapter house information (external and internal photos, directions, virtual tour)
- History of organization and chapter (founders, objects, symbols, famous members)
- Listing of famous members (detail of their involvement and personal history)
- Leadership Development and campus involvement activities
- Awards and areas of accomplishment
- Advisory Team members (listing of roles and responsibilities, contact information, how to become involved and next regular meeting)
- Disclaimer of content (Reviewed by attorney if hosted by web provider and/or designer)

Additional Resources

- www.killersites.com
- www.websitetips.com
- www.tamingthebeast.net
- www.goodpractices.com