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THE  
**DELTA INTERNET GUIDELINES**  
ΔΣΘ

**Delta Sigma Theta Sorority, Incorporated**



# UPDATE SUMMARY

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## **I. Changes made throughout**

- A. Updated language to modernize and provide clarity
- B. Corrected errors in spelling, punctuation, and capitalization
- C. Renumbered document as appropriate to accommodate new sections
- D. Included links to other sections of the document and helpful websites within the body of the document to ease navigation

## **II. Changes by section**

### **A. Introduction**

- 1. Added language to clarify how the document should be used
- 2. Added contact for questions

### **B. Password Management**

- 1. Updated guidance for account passwords
- 2. Added password manager apps as a suggested means of managing passwords
- 3. Added a resource suggestion for creating strong passwords

### **C. Regional/Chapter Websites (formerly Chapter Websites)**

- 1. Reordered items
- 2. Updated policy on linking to fraternal websites
- 3. Updated policy on linking to business websites
- 4. Updated guidance for restrict area content
- 5. Added budgets as allowed content in the restricted area
- 6. Added policy to reiterate Delta's non-partisan position
- 7. Added language to reiterate the proper use of official and unofficial symbols
- 8. *NEW TOPICS*: Chapter Website Review, National/Regional Technology Website Audit

### **D. Email Communication**

- 1. Added examples of email marketing services
- 2. Added policies for internal and external mailing lists
- 3. Updated language to include appropriate situations to email documents

### **E. Group Messaging (formerly Mass Text Messaging)**

- 1. Elevated from sub-section to major section

2. Added example group messaging services
3. Added guidance for robocalling

**F. Social Media Guidelines**

1. Regional & Chapter Social Media
  - a) Reordered items
  - b) Added provisions for regions/chapters to explore other social media platforms
  - c) Added language to clarify and modernize ways individuals can promote regional/chapter events via social media
  - d) Consolidated sections on creating social media account profiles
  - e) Added social media usage best practices
2. Sorority Members/Sorors, & Social Media (formerly Sorority Members & Social Media)
  - a) Renamed Section to be consistent with Constitution & Bylaws definitions
  - b) Added language to clarify appropriate and inappropriate images for individual's profile pictures, cover photos, and avatars

**G. Document Retention and Protection**

1. Added context and clarity on record storage

**H. Cloud File Storage Services**

1. Elevated from sub-section to major section
2. Added considerations for allotted storage space
3. Added budgets as allowed content for cloud storage

**I. Merchant Accounts**

1. Renamed sections: Online Payment Business Accounts (formerly PayPal) and Online Event Management Solutions (formerly Eventbrite)
2. Incorporated updated language from the Finance Manual

**J. *NEW SECTION: Mobile Applications (Apps)***

**K. Trademarks & Service Marks**

1. Added Delta GEMS word mark

## REVISION HISTORY

Revision Date	Committee	Approval Date
March 2018	National Technology Committee	April 2018
May 2017	National Technology Committee	
March 2014	National Technology Committee National Finance Committee National Information & Communications Committee	November 2014
January 2012	National Scholarships & Standards Committee	Not Required
December 2011	National Scholarships & Standards Committee	Not Required
April 2011	National Technology Task Force National Finance Committee National Scholarships & Standards Committee Legal Counsel	October 2011
March 2008	National Technology Task Force	March 2008
June 2006	National Technology Task Force	June 2006

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## INTRODUCTION

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The Internet provides an excellent opportunity to inform sorors and the public of Delta activities throughout the world. Technology that is well-planned and implemented successfully helps regions and chapters operate more efficiently, effectively, and increase visibility.

This document outlines Delta's guidelines pertaining to various aspects of the internet and internet-based tools and services to include websites, email, social media, apps, cloud file storage services, and the use of merchant accounts. Guidelines and best practices presented in one content section may also apply to another area, so be sure to read and understand this document in its entirety.

This document has 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 which need protection from legal risks. Therefore, accurate, complete, and current information is critical to legal protection. Ensure that you adhere to all of the Sorority's policies. This includes the Code of Conduct, Protocol and Traditions Manual, and the Delta Internet Guidelines.

Except where specifically noted, the products and services listed in this document are presented as examples of tools regions and chapters may use for day-to-day operations. They are not mandates for use. Regions and chapters should use these examples as a baseline for exploring similar tools and services that best suit their needs. In addition to the desired outcome or problem to be solved, keep the region's/chapter's budget in mind.

The Delta Internet Guidelines (DIG) is maintained by the National Technology Committee and has been approved by the Scholarship & Standards Committee, which is responsible for enforcing the policies and procedures of the Sorority, and the National Executive Board.

Questions or requests for clarification should be sent to the National Technology Committee at [technology@deltasigmatheta.org](mailto:technology@deltasigmatheta.org).

# 1 - 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.

- **Chapter Passwords to Restricted Area:** If a single user id and password is issued for the entire chapter membership to access restricted/members only areas of the chapter website, the passwords must be changed each fiscal year (i.e. dues cycle).
- **Individual User Accounts and Passwords to Restricted Area:** If individual accounts (unique user ids and passwords) are established for each chapter member to access restricted/members only areas of the chapter website, individual accounts should be added/deleted on a monthly basis to reflect the Financial Secretary's records. The passwords for individual accounts should be changed once a year.
- **Officer Passwords:** Passwords and administrative privileges must be changed during the officer transition period or whenever a chapter/regional officer can no longer fulfill her duties.
- **Account Passwords:** Accounts to online services (e.g. Cloud Storage, Websites, Merchant Accounts) should be registered with the chapter email account established for the officer/committee chair responsible. Account information must be passed on during transition and passwords must be changed during the officer transition period or whenever the responsible party can no longer fulfill her duties.
- **Document Passwords:** A series of passwords for encrypted documents must be created each fiscal year (i.e. dues cycle).
- **Password Storage:** Regions and chapters may create a spreadsheet or Word document or use a password management app to store all chapter account passwords. Password protected documents may be stored on a USB drive along with other chapter documents. Use caution when writing passwords. Do not list the name of the website or URL for which the password is for, instead:
  - State the password without listing what the password belongs to.
  - Use a non-obvious word or phrase that will remind the soror of the account.
- **Password Manager:** Recommended Password Managers include:
  - Regional Director/Chapter President
  - Technology Chair
  - Webmaster
  - Treasurer
  - Financial Secretary
  - Advisor (Collegiate chapters)



- **Password Standards:** To meet sorority security standards, passwords should have the following:
  - Be at least eight characters long
  - Include at least one numeric character (0-9)
  - Include at least one uppercase alpha character (A, B, C, D, ...)
  - Include at least one lowercase alpha character (a, b, c, d, ...)
  - Include at least one special character, if allowed by the website (\*, &, \$, @)
  - Avoid using the following words and/or phrases in a way that can be guessed easily and/or are commonly associated with the Sorority:
    - Delta
    - Sorority
    - Names of the Founders
    - 1913
    - Name of the chapter
    - Fortitude
    - Sisterhood

#### Best Practice 1:      Creating Strong Passwords

- Create a unique acronym for a sentence or phrase you like.
- There are several sites available that will generate strong passwords for you. Search the internet for “strong password generator” for additional resources.

## 2 - COMPLIANT WEBSITES

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### 2.1 - NATIONAL WEBSITE

All information on the national website is reviewed and approved by the Sorority’s National President. The national website will be the sole source of the following topics as they appear on the website.

- Membership demographics
- Membership information
- The sale of Delta publications/artifacts
- How to become a member

Regions, chapters, and sorors with websites are permitted to link to the [national website](#) for this information.

### 2.2 - 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.

- A regional or chapter designee should secure the domain name for the website instead of using a second party. 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. The regional director/chapter president will be held responsible for the content of their respective website. This includes keeping the website updated and checking links often to ensure they are current.
- 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 Internet Guidelines.

## Topic 1: Required Information

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Regional/chapter websites are required to include all of the items contained in this section as appropriate. 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, email address (either the chapter's email address or a regional/chapter officer email address), and/or phone number. This information should appear on either the main page and/or contact page of the website.

### Example 1: Contact Information

Deltaland Alumnae Chapter  
Delta Sigma Theta Sorority, Incorporated.  
PO BOX 100  
Washington, DC 20009  
Email: deltas@deltalandalumnae.org

- **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:

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

Visit Delta Sigma Theta's national website at [www.deltasigmatheta.org](http://www.deltasigmatheta.org)

For more information, visit the *[YOUR REGION]* Region's Website at *[REGION'S WEBSITE ADDRESS]*.

Visit the *[YOUR REGION]* Region's Website at *[REGION'S WEBSITE ADDRESS]*.

- **Current Officers:** Websites may include the names of current officers and their position. Email addresses assigned to officers may 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 may not be included on chapter websites.

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## Topic 2: Allowed Information

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

- **Sorority History:** The following statement regarding sorority history may appear on a chapter website, verbatim:

Delta Sigma Theta Sorority, Incorporated is a, non-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world.

Founded on January 13, 1913 by twenty-two collegiate women at Howard University, the Sorority is currently a sisterhood of more than 200,000 predominately Black college educated women.

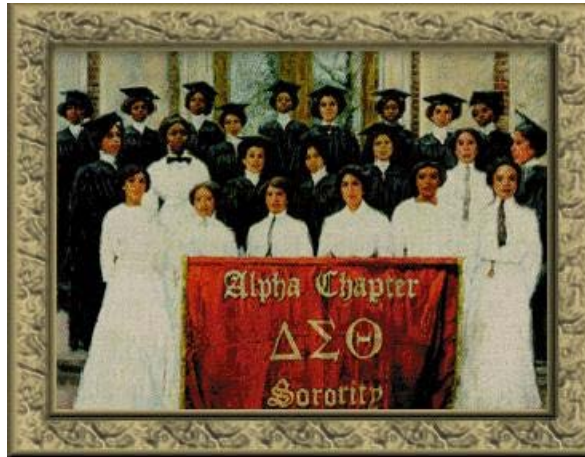
This includes 1,000 collegiate and alumnae chapters located in the United States, Canada, England, Japan (Tokyo and Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, and the Republic of Korea.

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

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

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

- **Founders:** Chapter websites may include an authorized picture of the Founders and their names. However, additional information would be considered history, and may 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.

*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.
- **Past National and Regional Leadership:** Websites may contain general information pertaining to 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 affiliations
  - 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 pertaining to 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 affiliations

- 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 also post events onto the website of their respective university. The calendar may include dates for:
  - Public chapter events
  - Public community outreach events
  - Fundraisers
  - Chapter meetings and committee meetings
  - Rush dates and/or flyers may be included after being approved by the regional director.

***Youth Initiative Activities may not be included in the public Calendar of Events on the chapter website. Youth Initiative information should be placed in the restricted area of a chapter's website to protect our youth participants. See the Risk Management Manual for guidelines.***

- **Event Contact Information:** The names, email address, and phone numbers for chapter members responsible for a chapter event or fundraiser may be listed, with the written consent of that chapter member.

***If a chapter member does not want her personal information published on the website, the chapter's contact information should be provided instead.***

#### Best Practice 1: Event Contact Information

- ✓ Always use chapter mailing address.
- ✓ Create email accounts specifically for events, committees, or public communication, such as:
  - chapterstepshow@deltalandalumnae.org
  - communityservice@deltalandalumnae.org
  - chipsidelta\_programs@gmail.com
- ✓ Use a prepaid and/or disposable cell phone, or an internet phone service such as Google Voice.

- **Links to University Website or Greek Life Page:** Collegiate chapters may link to their school's home page and/or the Greek life page located on their school's website.
- **Photographs:** Chapter websites may include various photographs depicting sorors participating in chapter activities, public service events, or any photographs directly related to the chapter.

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

- **Links to personal, fraternal, or non-profit 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:** Chapters 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. The link must be removed after the event has ended.
- **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.

#### Example 2: Non-Profit/Business Link Scenarios

- ✓ Chi Psi Delta Chapter co-sponsors a health fair with the Boys and Girls Club.
- ✓ Deltaland Alumnae Chapter schedules a community service event at Harvesters.
- ✓ Deltaland Alumnae Chapter hosts a charity auction with the proceeds benefiting a local woman'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.

- **Online Sales:** Chapters may offer the following items for sale through a chapter website:
  - Event registration
  - Ticket sales
  - Fundraising donations
  - Other chapter-specific activities requiring payment, with the exception of Sorority items.

Payment links for public events and/or merchandise must appear in the public section of the chapter website. The payment link or notice of online sale may also be posted on the chapter's social media, sent via email, or sent via text message.

Payment links for internal chapter sales, including payment of membership dues, must be placed in the restricted area of a chapter website and may not be posted to any social media.

- **Restricted Area and/or Documents:** Websites may include a restricted 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. However, login credentials should be made available to

National/Regional Technology Committee members upon request to facilitate the [website audit process](#).

Login credentials for the restricted area can either be single user id and password for the entire chapter or individual user id and password for each member. Refer to the [Password Management](#) section for additional information. A chapter member must maintain the restricted area content.

The following information must be placed in a restricted area or in a password protected document:

- Internal and Delta Only events
- Payment links to internal events/items, including membership dues
- Chapter Documents: chapter meeting minutes (without financial information\*), chapter policies & procedures, committee reports, and agenda.
  - \*Include the following statement, or one similar, prior to posting: The comply with the DIG, the financial information reported during this meeting has been redacted. Please contact the Recording Secretary to view an unredacted version of the minutes. Another alternative is to password protect the minutes.
- The following information must be placed in a restricted area *and* be password protected:
  - Chapter Treasurer reports, to include budgets
  - Financial Secretary reports
  - Membership Directory and/or Roster.

***Chapter rosters are for chapter internal use only.***

***Any other use is strictly prohibited and subject to sanctions as defined in Code of Conduct Section 3.C.***

Best Practice 1: 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."

### Topic 3: Banned Information

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The following items may not appear on any website or social media network in written, audio, video, or image form. All of the information listed below is privileged Delta information and should 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.

*The Sorority's secret motto can never be written and should only be communicated orally in a closed (members/sorors-only) setting. Therefore, it may 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, Incorporated. Therefore, it may not be displayed on websites.
- **Official Delta Songs:** The following official Sorority songs may not appear on websites in any form (streaming, audio, text, etc.):

- Delta Mizpah
- Delta Sigma Theta National Hymn
- Delta Prayer
- Beta Hymn
- Delta Sweetheart Song\*
- Pyramid Hymn

*\*The Delta Sweetheart Song may not appear on websites in written or audio (only) form. It is sung publicly at events of distinction. Therefore, video recording and live streaming are permissible.*

- **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. 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 Information:** Information pertaining to gaining membership into the sorority may not appear on websites in any form. This includes:
  - Narratives or suggestions for seeking membership
  - Chatrooms, bulletin boards, guest books, and quizzes targeted toward prospective members
  - Initiation Fee information

*Grand chapter is the sole source of information pertaining to membership. Therefore, chapter websites should direct prospective applicants to the national website.*



- **Past Chapter Membership Information:** Past chapter membership information may not appear on websites. This includes:
  - Past Chapter Lines or “Lineage”
  - Names for entire lines/ships
  - Birth names, legal names, or line names of members initiated into a chapter during a specific year.

**Example 1: Past Chapter Membership Information**

**Spring 2017 - Divas of DiSTinction**

Katherine Adams – "Dr. Crimson"  
 Imani Hampton – "ConDEUCEive"  
 Cherie Mayberry – "A.S.K."  
 Janice Miller – "Metamor4sis"  
 Ashlee Thompson – "T.O.P. Model"

- **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 non-partisan.
- **Photographs in poor taste:** This includes, but is not limited to:
  - Scantly dressed persons,
  - Provocative poses,
  - Pictures of a sexual nature,
  - Pictures of persons displaying hand signs or wearing the paraphernalia of an organization to which they do not belong,
  - Photos of 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, Incorporated 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.
- **Online auctions:** Chapters may not use services or platforms that allow participants to bid on products or services via the Internet.

- **Sale of Official Sorority Items:** The sale of official Sorority items is prohibited on websites and on 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

## Topic 4: Chapter Website Review

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Chapter websites should be reviewed at least quarterly. The review should be conducted by a member of one of the following committees: website, communication, public relations, technology and/or chapter officer. Any updates or changes should be communicated to the chapter webmaster following each review.

- **Technical Audit:**
  - All links to email addresses, website addresses, images, and documents are functional (no broken links).
  - Images are visually displayed properly (e.g., 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 often make your web content more usable to users in general.

- Take advantage of web communication best practices
- **Content Audit:**
  - Remove or archive past dated items
  - Remove duplicate content
  - Ensure content supports the values and ideals of the organization
  - Make sure contact information for the Executive Board officers at a minimum is accurate and current.

- Make sure photos and associated captions of youth initiative participants follow the Risk Management Guidelines (e.g., media release consent).
- Verify internal sorority business documents (e.g., chapter minutes, reports, budgets, other internal documents) are kept in a secure, password-protected portion of the website.
- Create a [sitemap](#) to tell web crawlers how to crawl content.
- 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 control which files and/or directories a search engine crawler is permitted to visit.
- Verify no personal contact information about members has been published publicly without consent
- Consult the Delta Style Guide to ensure proper use of terms
- Verify the content remains compliant with the most current version of the Delta Internet Guidelines
- Ensure unofficial symbols are not used in conjunction with official Sorority symbols and/or [trademarks](#).

***The elephant and the duck are not official symbols of Delta Sigma Theta Sorority, Incorporated.***

## Topic 5: National/Regional Technology Audit

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On occasion, chapter websites will be reviewed by the National or Regional Technology Committee to ensure adherence to these Delta Internet Guidelines. If the chapter website has a password protected section, login credentials should be supplied to the National or Regional Technology Committee upon request.

Chapters failing to comply with these guidelines will be asked to correct the website or take the site down until such time as it can be corrected.

Chapters should have one primary website. It is the responsibility the chapter president or her designee to review the chapter's website at least quarterly. Additionally, in order 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 immediately.

Items found to be either out of compliance with the Delta Internet Guidelines or in conflict with other Sorority documents will be reported to the chapter president with a specific timeline outlined for suggested and/or required changes. If required changes are not resolved by the specified timeframe, the issues will be escalated to the appropriate National/Regional Officer for resolution and potential disciplinary actions.

Questions or clarification requests should be forwarded to the National Technology Committee at [technology@deltasigmatheta.org](mailto:technology@deltasigmatheta.org).

## 3 - EMAIL COMMUNICATION

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### 3.1 - EMAIL OVERVIEW

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

- Confidential information should not be sent in an electronic message.
- Sorority members should use a personal email account to receive Sorority information instead of their professional/work email address. This personal email account should not be a shared account (e.g., MinorFamily@gmail.com).
- Chapters may create an email distribution list using email marketing services (e.g., [Constant Contact](#), [MailChimp](#), [Benchmark](#)) or list-serve (e.g., [Google Groups](#) or [YahooGroups](#)) for internal chapter communication.
- 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. Consider asking a limited number of additional questions to help segment the list for targeted messaging.

#### Example 1: Targeted Questions to Segment Distribution Lists

Gender: Male / Female / Prefer not to say

Soror of Delta Sigma Theta?: Yes / No

Currently a member of a chapter?: Yes / No

- Although documents may be stored using a [cloud file storage service](#) (e.g., 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. Email is an appropriate means to send documents between chapters, National Headquarters, National Officers, Regional Officers, or to partner organizations.
- When sending emails to five people or more, or to groups that include both members and non-members, 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.
- A soror's personal email address should not be:
  - Released outside of the chapter without her written consent,
  - Sold,
  - Used for purposes other than conducting official Sorority business.

- Rosters are confidential and cannot be emailed\*. They may be placed on USB flash drives, in a restricted area of the chapter's website, stored in a password-protected cloud file storage service (e.g. Google Drive or Dropbox), or list-serve file repository (e.g. YahooGroups) for general distribution to chapter members.

***\*Chapter officers are permitted to email the roster to each other for the purpose of carrying out their duties (e.g., updating the chapter's Google Group or website restricted area access list).***

- Ensure unofficial symbols are not used in conjunction with official Sorority symbols and/or [trademarks](#).

***The elephant and the duck are not official symbols of Delta Sigma Theta Sorority, Incorporated.***

- The Sorority's public motto may not appear in email to prevent its inappropriate use.
- The Sorority's secret motto is never written and is only be communicated orally in a closed member setting. Therefore, it must not appear in email or on social media.
- The motto acronym (i.e. letters of the motto) may only appear in personal correspondence between sorors. Email and social media posts can be shared without the knowledge or consent of the sender and for this reason are not considered personal correspondence.

## 3.2 - 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, Incorporated.

- All chapters must have a chapter email account for official communication with National Headquarters, chapter members, and the public.
- The following chapter officers must have access to the chapter email account:
  - Chapter President
  - Corresponding Secretary
  - Advisor (collegiate chapters)
- Chapters must provide chapter officers and chapter committees with email accounts.

To aid in transition and record keeping, chapter officers and committee chairs must use their chapter email to conduct business related to their office or committee.

Access to these 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 pertaining to the email account.

### Example 1: Email Address Format

<p>president@deltalandalumnae.org chipsidelta_treasurer@gmail.com</p>	<p>artsandletters@deltalandalumnae.org deltaland_fundraising@gmail.com chipsidelta2035@gmail.com</p>
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- The passwords to chapter email accounts should be changed whenever officers change (i.e. during election cycles/transition, resignation, impeachment).
- All chapter email accounts must be checked at least weekly.
- The chapter internal mailing list must be checked regularly for accuracy, especially during dues cycles and when sorors relocate or leave a chapter.
- Forwarding emails:
  - Do not forward emails containing sorority information or official Sorority business to non-members, that is:
    - sorors who are not financial;
    - those who have been expelled;
    - those who have not been duly initiated into the Sorority.
  - Do not forward emails that include inappropriate content and media (e.g., pictures, images, and videos).

***If the content violates the Code of Conduct and/or may create embarrassment for the Sorority, then the email should be forwarded to National Headquarters.***

## 4 - GROUP MESSAGING

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The use of group messaging services/apps, e.g., Calling Post, Remind (formerly Remind101), [GroupMe](#), [Whatsapp](#), iMessage, and/or group texts, have 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 a service provider.

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

### Topic 1: Group Messaging Overview

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Confidential information should never be sent via these services or in a text message. Additionally, text messages and group messaging services/apps are not to be used in place of chapter or committee meetings. These messages are considered public correspondence. Therefore, they may not be used to communicate confidential information such as: the Sorority's secret motto, and official Sorority business.

- 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

Things to Remember:

- Chapters should consider frequency when sending messages via text/group message services as to not inundate chapter members and/or external recipients. with too many messages.
- Chapters should only use personal phone numbers to send voice and text messages instead of their professional/work mobile phone numbers of chapter members and/or external recipients.

## Topic 2: Management of Group Messaging Service

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The chapter president must designate a chapter member or committee to manage the group messaging service. The chapter president should approve all messages before they are sent to group members.

The Group Message Manager(s) will be responsible for:

- Creating and sending messages
- Regularly maintaining list(s) and checking it for accuracy, especially during dues cycles and when sorors relocate or leave a chapter.
- Recommended Group Message Managers include:
  - Corresponding Secretary
  - Journalist
  - Webmaster
  - Technology Committee
- List members must be given the option to both opt-in and opt-out of receiving group messages.
- Chapter should maintain separate list for chapter members and external audience to reduce the chance of error when sending out messages.
- Messaging should be one-way (chapter-to-recipient list) unless the entire list has opted to participate in two-way communication, i.e. only the chapter can communicate with the entire group. Responses from recipients should not be allowed with unanimous consent from the list.
- The phone numbers of chapter members and/or external recipients should not be:
  - Used or provided to anyone without the written consent of the soror;
  - Sold to any person and/or organization;
  - Or used for purposes other than receiving notifications/alerts from the chapter.



## 5 - SOCIAL MEDIA GUIDELINES

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### 5.1 - 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.

These guidelines are for the express purpose of protecting the interests of Delta Sigma Theta Sorority, Incorporated and apply equally to regions, chapters, and individuals (Sorority members/sorors).

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.

**Note 1:** Limitations expressed in other sections of the Delta Internet Guidelines ("DIG") that are broader than the policies expressed in these guidelines are expressly incorporated herein by referenced and should be followed where applicable. Sorors are held to have notice of these guidelines as well as all sections of the DIG. To the extent applicable, the policies expressed in the Delta Internet Guidelines, Constitution and Bylaws, its Code of Conduct, and its Protocol and Traditions Manual are incorporated herein by reference.

**Note 2:** Delta Sigma Theta Sorority, Incorporated expressly disclaims any liability resulting from a Sorority member's/soror's use of social media channels, including liability for any illegal use of any third party's intellectual property, even if such use is on a social media site operated by a chapter or region. This applies to sorority members operating individually, or as a chapter, region, or other group.

### 5.2 - 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 Internet Guidelines. Please bear in mind it is impractical to create specific documentation for each social media platform available.

The National Technology Committee will work with Regional Technology Committees to ensure compliance.

The information contained in this section pertains to all social media accounts owned by a region or chapter of Delta Sigma Theta Sorority, Incorporated.

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](#)
  - [Twitter](#)
  - [Instagram](#)
  - [YouTube](#)
  - [LinkedIn](#) (Groups feature for regions or chapters)

Regions and chapters and regions may [create a LinkedIn Group](#), but may not create a LinkedIn Company Page. This is to avoid confusion. National headquarters is the only entity of the Sorority that is a true company with employees. Regions and chapters should use the information in the [Account Profiles](#) section when establishing LinkedIn Groups.
- **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, please contact [technology@deltasigmamatheta.org](mailto:technology@deltasigmamatheta.org) to work out guidelines specific to the platform you are considering. Please allow up to 30 days for a decision.

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.
- **Visibility:** Regional/Chapter social media pages must be public.
- **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. 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 social media accounts. Regions and chapters should create social media calendars in advance to facilitate approval.
- **Banned Information:** Information listed under [Banned Information](#) may not appear on social media.
- **Naming Pages and Sites:** The account name must include the name of the region or chapter. See the [Account Profiles](#) section for additional guidance.
- **Contact Information:** When fields for this information are available, social media accounts must include contact information for the chapter such as: mailing address, email address, and/or phone number for the general chapter.
- **Event Information:** Regions and chapters should use social media networks 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.

The planned promotion must be approved by the regional director or chapter president.

Regions or chapters promoting any Sorority events where alcoholic beverages will be served must comply with the Sorority's Alcohol Policy as well as applicable state and federal laws.

- The following events may not be promoted or discussed on social media:
  - Rush Activities
  - Closed ceremonies
- Social media posts about events that are intended for chapter members or sorors only may be made after the event/activity is complete
- The Founders' Picture/pictures of the Founders are not for casual usage such as screensavers, flyers, profile pictures, cover photos, etc.

#### Best Practice 1: Public Content

Remember that not everyone who views the content posted on social media is a member or soror.

- ✗ *Inappropriate:* Sorors, we're excited to share our upcoming May Week activities!
- ✓ **Appropriate:** Deltaland Alumnae is excited to share our upcoming May Week activities!

- **Event Contact Information:** The names, email addresses, and phone numbers of chapter members responsible for a chapter event/fundraiser may be listed with information pertaining to the chapter event/fundraiser with the written consent of those chapter members.

If a chapter member does not want her personal information published on the social media, the chapter's contact information may be provided instead.

- **Photographs:** Chapters and regions may include various photographs depicting sorority members participating in chapter activities, public service events, or any photographs directly related to the chapter.

***Under no circumstances may photographs, videos or live streams of closed ceremonies and/or events be posted. This includes pre-ceremony activities such as those conducted in holding rooms where dais participants assemble prior to entering a ceremony. Access to such rooms is restricted and is not open to all sorors or non-sorority members.***

## Topic 1: Account Profiles

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Regions and chapters should use the following information, as requested by the individual platform, to complete the account profile:

- **Main category:** Company, Organization or Institution.
- **Sub-category:** Non-Profit Organization
- **Company Name:**

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

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

[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](#)

- **Brief Description:**

The official page of the *[YOUR REGION NAME HERE]* Region of Delta Sigma Theta Sorority, Incorporated, a non-profit organization that provides community service throughout the world.

The official page of the *[YOUR CHAPTER NAME HERE]* Chapter of Delta Sigma Theta Sorority, Incorporated, a non-profit organization that provides community service throughout the world.

- **Long Description:**

The *[YOUR REGION NAME HERE]* Region of Delta Sigma Theta Sorority, Incorporated was established in *[YEAR ESTABLISHED]*.

The *[YOUR CHAPTER NAME HERE]* Chapter of Delta Sigma Theta Sorority, Incorporated was chartered on *[CHARTER DATE]*.

Delta Sigma Theta Sorority, Incorporated is a private, non-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world.

Founded on January 13, 1913 by twenty-two collegiate women at Howard University, the Sorority is currently a sisterhood of more than 200,000 predominately Black college educated women. This includes 1,000 collegiate and alumnae chapters located in the United States, Canada, England, Japan (Tokyo and Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, and the Republic of Korea.

The major programs of the sorority are based upon the organization's Five Point Programmatic Thrust: Economic Development, Physical and Mental Health,

Educational Development, Political Awareness and Involvement, and International Awareness and Involvement.

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

- **Website:** The chapter website may be used. If the chapter does not have a website, a link to the National Website must be provided.
- **Username:** Platforms may limit usernames to 15-30 characters. An abbreviated form of the chapter name may be used. If possible, include the initials “DST.”
- **Profile Picture:** A chapter logo or image representative of the Sorority may be used. Chapters may not use [official marks and symbols](#) of the Sorority (i.e., Sorority Crest, Torch of Wisdom) except in cases where these marks are part of the chapter's logo.
- **Privacy:** The social media account/page must be public.
- **Privacy (for YouTube):** Keep all liked videos, liked playlists, and subscriptions private. These may be interpreted as endorsements.
- **Posting Ability:** Only administrators may post content (text, photos, or videos) to the page.
- **Comment Ability:** 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.
- **Profanity Filter:** Turn on the Profanity Filter to ensure no profane comments are left on posts.
- **Location:** For security purposes, the location of posts, unless it is the location of an event venue in a promotional post, should not be shown.
- **Events:** Regional and chapter events must be created from the region/chapter Facebook Page. After the event has been created, it may be shared by anyone. An individual member or soror may not create a chapter or regional event through her personal account.
- **Live Events:** Regions and chapters may stream public events in part or in total. Be sure to inform the participants and attendees the event will be live streamed, get their express permission, 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 advertisements to promote an event.
- **Groups:** Chapters may create Facebook or LinkedIn groups for chapter members or youth initiative groups. These groups may be used for the purpose of communication between chapter members, chapter committees, and/or program participants. The chapter president and committee chair must be members of these groups. A chapter member must regularly monitor and remove inappropriate content. Additionally, the group's members should be audited regularly to remove individuals who are no longer affiliated with the group (e.g., no longer participating in the youth initiative program, no longer a member of the chapter). The group privacy setting must be set to “Secret” so the membership list will not be visible.

- **Email Notifications (optional):** Disable email notifications. Excessive email notifications may clutter the chapter email inbox.
- **Monetization:** Regions and chapters may not monetize their channels/accounts through the use of paid advertisements or paid subscriptions.

## Topic 2: Social Media Management

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When properly 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 for managing social media accounts owned by a chapter or region.

- **Social Media Manager:** The chapter president or regional director must designate a chapter member or committee to manage social media accounts. The chapter president or regional director must also have administrative privileges.

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

- Creating and posting content
- Responding to messages
- Monitoring the account and removing inappropriate content

Recommended Social Media Managers include:

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

### Best Practice 1: Multi-User Permissions

Platforms such as Facebook and YouTube allow multiple users, with varying account privileges, to manage the account. The regional director/chapter president must be among those with administrator level access to all regional/chapter accounts.

- **Content Management:** When possible, a social media calendar should be maintained. This involves advance planning of themes, messaging and content.

The frequency of posts will vary for each social media platform. However, it is advisable to plan content around the chapter's calendar of events.

The regional director or chapter president should approve messages, photos, and other content prior to posting.

## Best Practice 2: Social Media Management System

Use a social media management system like [Hootsuite](#), [Buffer](#), [SocialOomph](#) to collaboratively execute campaigns across multiple social networks from one secure, web-based dashboard. Many social media management systems have tiered service offerings. Keep reporting and posting needs, as well as budget, in mind when considering platforms.

- **Password Management:** Access to social media accounts and administrative privileges should be changed during the officer transition period or whenever the Social Media Manager changes. This includes passwords, access information, and any other information pertaining to the social media account.

## Best Practice 1: Terms & Usage

- ✓ 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. (#shehadadream; #dst1913)
  - Include hashtags or mentions when appropriate and relevant in the context of your post
- ✓ Trolls: Online harassers. Establish a policy to deal with them (i.e., ignore, delete comments, block user entirely)

## Example 2: Event Promotion Using Social Media

The Chi Psi Delta Chapter is hosting a silent auction & evening of neo soul, to be held on campus, and decides to promote it using social media. They decide to use the hashtag #CPDeltaNeoSoul to link the posts and pictures.

### Facebook

- ✓ The chapter's social media manager creates an event on the Chi Psi Delta Chapter Facebook page.
- ✓ Chapter members invite people to the event & use the Share feature to place the event information on their personal Facebook pages, making sure to include the hashtag in their status update.
- ✓ Chapter members encourage others to share the event information as well.
- ✓ Chapter members change their profile picture to the event flyer.

### Twitter

- ✓ The chapter's social media manager creates messages on Chi Psi Delta Chapter Twitter account about the event using the hashtag. They also tag the artist and their university's campus activities board in the tweet.
- ✓ Chi Psi Delta's social media manager notices the artist has retweeted the chapter's promotional message, adding a note indicating they're excited to perform at the event. Some of the artist's followers also retweet the message.

#### Instagram

- ✓ Chapter members use Instagram content reposting apps like [InstaRepost](#) or Repost for Instagram to share the event flyer on their personal Instagram.
- ✓ The chapter's social media manager creates an Instagram Story with pictures from the event and a video of the chapter president thanking everyone for attending

### 5.3 - SORORITY MEMBERS/SORORS & SOCIAL MEDIA

These guidelines are not meant to infringe upon the personal freedom or social interactions of individual members or sorors, except to the extent necessary to ensure that use of social media by members and 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, Incorporated 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 Sorority members or sorors.
  - 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, birthdays, or any other identifying information.
  - Comments regarding allegations that a member or soror has engaged in illegal, unsafe, or Code of Conduct violations may 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 may not discuss the Membership Intake Process on social media. This includes but is not limited to: narratives and terms such as "made" or "pledging."



- **Code of Conduct:** Delta's Code of Conduct is applicable to both online and offline activities. Violation of the Code may form the basis for disciplinary action.

Congress and states are regularly codifying laws that criminalize or penalize certain online conduct and communications. Being sanctioned pursuant 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:** Social Media groups created outside of regional or chapter levels are not within the guidance of this document. However, individual members/sorors must still adhere to all of the Sorority's policies. This includes the Code of Conduct, Protocol and Traditions Manual, and the Delta Internet Guidelines.
- **Good Judgment:** Use good judgment to ensure social media posts, hashtags, videos, photos, or blog posts always reflect the highest standards of conduct and portray positive representation of yourself, individual members/sorors, and of Delta Sigma Theta Sorority, Incorporated.
  - Do not use regional or chapter social media to announce or advertise business or personal promotions, off-campus events, or pre- or post-parties.
  - Ensure that you adhere to all of the Sorority's policies. This includes the Code of Conduct, Protocol and Traditions Manual, and the Delta Internet Guidelines.
- **Tagging Photos:** Seek approval before identifying, or "tagging," a soror in photographs. See the Risk Management Manual for guidelines on posting photographs of youth.
- **Respect Your Fellow Human Beings:** Members/sorors are prohibited from making (or forwarding) disparaging comments about any individual, including members of other fraternal organizations; from using personal insults or racial or ethnic slurs about any individual, including members of any fraternal group; and from engaging in bawdy humor on any social media site which could be associated with Delta, even tangentially, through the use of [Delta's Marks](#).

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

- **Do Not Misuse Delta's Intellectual Property:** Delta Sigma Theta Sorority, Incorporated 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").
- The following should not be posted on social media or used as personal avatars, profile pictures, cover photos, flyers, wallpapers or for other personal reasons:
  - The Sorority Crest
  - The Torch of Wisdom
  - The Founders' Picture(s) altered or Photoshopped in any way
  - Secrets, Passwords, Signs, and Grips
  - Mottos
  - Delta Oath (excerpts or in full)



- Official Delta Songs
  - Delta Mizpah
  - Delta Sigma Theta National Hymn
  - Delta Prayer
  - Beta Hymn
  - Delta Sweetheart Song\*
  - Pyramid Hymn

***\*The Delta Sweetheart Song may not appear on websites or on social media in written or audio (only) form. It is sung publicly at events of distinction. Therefore, video recording/live streaming are permissible.***

- Reports, photographs, audio, and/or video from closed Delta assemblies
- Photographs in poor taste
- Copyrighted material or illegal material
- Sorority members and sorors are prohibited from using Delta's Marks in a manner that would defame Delta Sigma Theta Sorority, Incorporated or otherwise damage its reputation and goodwill.
- Individual Sorority members and sorors are not authorized to use such property 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 Internet Guidelines.
- Individual Sorority members and 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.
- Individual members and 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.
- Photographs or videos may not show members or sorors in scantily clad clothing or engaging in any conduct that the Founders of Delta would deem inappropriate. If in doubt, leave it out.
- Individual members and 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.

## 6 - DOCUMENT RETENTION & PROTECTION

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### 6.1 - DOCUMENT RETENTION

The following section provides guidance on document retention. Document retention should give future members a historical insight into the past events of the Sorority.

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

- **High Priority Archives**

- Chapter charting documents
- Chapter meeting minutes
- Chapter newsletters
- Chapter anniversary celebrations
- Treasurer's reports
- Chapter audits
- Committee reports; including expense reports to aid in future budgeting
- Chapter policy and procedures, including amendments
- Photos and videos
- Any other reports the chapter feels are important

- **Informative Archives**

- Lists of past chapter officers and membership rosters
- Photos of past chapter officers; including dates and names
- Photos of events, socials, celebrations; including dates and names
- Photos of lineage, new initiate presentations (NIPs); including dates and names
- Marketing materials such as: press releases, flyers, newspaper advertisements, radio ads (audio), etc.
- Articles about the chapter and/or chapter members
- Event materials such as: programs, photos, flyers, etc.

## Topic 1: Retention Timeframe

Records which are not designated as permanent should be destroyed based on the method appropriate for the record medium. Records designated as permanent should not be destroyed. The table below provides guidance on the retention timeframe, storage medium and destruction method.

Types of Records (Paper/Electronic)	Retention Timeframe	Medium	Convert to Electronic Record	Back-up of Electronic Records	Destruction Method
<b>Financial Records (receipt logs, 990's, receipt books, check registers)</b>					
*Bank Reconciliations	5 years	Paper/Electronic	Monthly	Weekly	Shred/Eraser
*Bank Statements	5 years	Paper/Electronic	Monthly	Weekly	Shred/Eraser
*Checks	5 years	Paper	Monthly	Weekly	Shred
*Check Registers	5 years	Paper	Monthly	Weekly	Shred
*Expense Purchases	5 years	Paper	Monthly	Weekly	Shred
*Form 990	5 years	Paper/Electronic	Monthly	Weekly	Shred/Eraser
*IAR-1 Form	5 years	Electronic	Quarterly	Quarterly	Eraser
*Receipt Logs	5 years	Paper/Electronic	Monthly	Weekly	Shred/Eraser
*Receipt Books	5 years	Paper	When book completed	Monthly	Shred
*Vouchers	5 years	Paper/Electronic	Monthly	Weekly	Shred/Eraser
*Year-end Financial Statements	7 years	Paper/Electronic	End of Year	Yearly	Shred/Eraser

Types of Records (Paper/Electronic)	Retention Timeframe	Medium	Convert to Electronic Record	Back-up of Electronic Records	Destruction Method
Audit Reports	7 years	Paper/Electronic	Quarterly	Quarterly	Shred/Erase
Audit Work Papers	7 years	Paper/Electronic	Quarterly	Quarterly	Shred/Erase
Meeting minutes	Permanent	Paper/Electronic	Monthly	Weekly	N/A
Member records	5 years	Paper/Electronic	Monthly	Weekly	Shred/Erase
Contracts and legal documents	4 years after expiration	Paper/Electronic	Upon Receipt	Weekly	Shred/Erase
<b>Membership Intake Documents:</b>					
Chapter	6 months after Initiation	Paper	N/A	N/A	Shred
Training/Guidance Material***	4 Years	Paper/Electronic	Monthly	Quarterly	Shred/Erase
Original Application for Membership***	4 Yrs, If Accepted	Paper	Monthly	Quarterly	Shred/Erase
Original Application for Membership***	2 Yrs, If Rejected	Paper	Monthly	Quarterly	Shred/Erase
Correspondence***	4 Years	Paper/Electronic	Quarterly	Quarterly	Shred/Erase
Complaints***	2 Years	Paper/Electronic	Quarterly	Quarterly	Shred/Erase
Court Orders and Settlements***	Permanent	Paper/Electronic	Monthly	Monthly	N/A
Scholarship information	5 years	Paper	Yearly	Yearly	Shred

Types of Records (Paper/Electronic)	Retention Timeframe	Medium	Convert to Electronic Record	Back-up of Electronic Records	Destruction Method
Chapter Rules of Order	Until newly revised & approved	Paper/Electronic	When approved by S&S	Yearly	Shred/Erase
Chapter Policies & Procedures	Until newly revised & approved	Paper/Electronic	When approved by S&S	Yearly	Shred/Erase
Charter Records	Permanent	Electronic	Upon approval	Yearly	N/A
Correspondence (actionable)**	3 years	Paper	Monthly	Monthly	Shred/Erase
Correspondence (informational)	3 years	Paper	N/A	N/A	Shred
Chapter Histories	Permanent	Paper	N/A	Monthly	N/A
Event Programs	5 years	Paper	After each event	Monthly	Shred
Photographs	Permanent	Paper/Electronic	After each event	Monthly	N/A

*Records should not be destroyed when the Sorority is in litigation*

## 6.2 - DOCUMENT PROTECTION

Records should always be stored in a secure location in cabinets, containers that will preserve the quality of the records. Records containing confidential information, such as member records, financial data, and credit card information should be kept under lock and key or in a restricted area with limited access.

Paper records may 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.

## 7 - 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's 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, e.g., Google Docs, Dropbox (via Microsoft Online)

### Topic 1: Recommended Service Features

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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 members/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.

### Topic 2: Regional and Chapter Guidelines

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

The following documents may be distributed through cloud file storage services:

- Chapter meeting minutes
- Chapter policies & procedures
- Chapter committee reports
- Agendas

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

- Chapter Treasurer reports, to include budgets
- Financial Secretary reports
- Membership rosters

## 8 - MERCHANT ACCOUNTS

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### 8.1 - MERCHANT ACCOUNTS OVERVIEW

- ***Chapters MAY NOT secure or issue credit or debit cards.***
- Chapters may use crowd-funding services such as [GoFundMe](#), [Kickstarter](#), and [Indiegogo](#).
- Chapters may obtain merchant accounts or secure online payment systems to accept credit and debit card payments for fundraisers and dues.
- Chapters may obtain an online bank account. The online bank account must allow dual confirmation.
- The Merchant Account must be in the name and Employer Identification Number (EIN) of the chapter. The application to obtain a merchant account must be in the name of the chapter and be signed by the chapter president.
- The chapter will assume all cost and fees associated with the account. Associated transaction fees can be passed on to the consumer/soror, except dues transactions. Merchant account fees cannot be added to dues.
- The electronic receipts provided by the online payment systems are acceptable. The systems should be set up to deliver the receipts to the payer and the chapter financial secretary electronically.
- All statements and correspondence regarding the merchant account(s) must be mailed to the chapter's post office box.
- All funds received through merchant accounts must be credited to the applicable chapter account. Chapters must establish and maintain written policies and procedures for the acceptance of credit/ debit cards. This includes the secure retention/storage/destruction of credit card information.

- Chapters must safeguard cardholder information and restrict access to credit card data and equipment.
- Chapters are required to conduct quarterly/annual audits and must include the merchant account in the chapters auditing program.

## 8.2 - ONLINE PAYMENT BUSINESS ACCOUNTS

An online business payment account (e.g. [PayPal Business account](#)) allows a business to receive funds through credit, debit, and PayPal accounts and allows funds to be sent or withdrawn from the PayPal Business account to **any account**.

The online payment account can be linked to a regular checking or savings account, so funds can be electronically transferred at no charge within three to four business days or the funds can be withdrawn by check, which may be processed for a small fee.

In order to have adequate internal controls and to ensure withdrawals are only made from the online payment account to the chapter's banking account, the following guidelines should be followed in implementing and managing a chapter online payment account.

### Topic 1: Approval & Accountability

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- The use of online payment accounts must be approved by chapter vote and detailed guidelines for the use and management of the account must be included the chapter Policies and Procedures
- The use of an online payment account is **not** a mandate and is optional for all chapters. Chapters should thoroughly evaluate the advantages and disadvantages of using an online payment account and ensure adequate controls are in place to alleviate misappropriations, embezzlement and theft.
- All existing procedures and responsibilities currently in effect from the National Finance Committee, the National Internal Audit Committee, the National Scholarship and Standards Committee and local chapter Policies and Procedures apply to the use of an online payment account as a payment tool for the chapter.
- A procedure for transferring ownership of the online payment business account due to changes in chapter leadership (transition of officers) should be created and added to the chapter Policies and Procedures. Passwords associated with the online payment business account must be transferred and immediately changed during the transition of officers.
- Chapters are required to conduct quarterly/annual audits and must include the online payment business account in the chapters auditing program.



## Topic 2: Online Payment Fees

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- An online payment business account may assess fees. For example, PayPal currently assesses a fee of 2.9% + \$0.30 per transaction.
- An online payment business account may assess a per transaction fee. The fees can be passed on to individuals who use the online payment option or any merchant account. However, if online payment account is used for the collection of dues, the fee cannot be passed on to the soror. As a result, a chapter choosing to use an online payment account to collect dues should account for any per transaction fees in the chapter's budget.

## Topic 3: Account Access

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- The online payment account should be set up in the name of the chapter with the chapter president being the "Owner".
- User accounts will be set up for the Treasurer and the Financial Secretary.
- The online payment solution must send an email to the primary email address listed, notifying the chapter of the receipt of a payment. The chapter must establish an email account specifically for the online payment.
- The login ID and password will be provided to the President, Treasurer and Financial Secretary.
- This email account must be monitored regularly (at least every other day or daily during high volume use).

### 8.3 - ONLINE EVENT MANAGEMENT SOLUTIONS

Regions and chapters may use online event management solutions (e.g. [Eventbrite](#)) to manage events. The online management solution may not be used for National Conventions or Regional Conferences.

## Topic 1: Account Settings

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- **Account**
  - **Contact Info:** The account email address must be a chapter email account, i.e. 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:** No credit or debit cards should be saved to a region's or chapter's online event management account.
  - **Affiliate Program:** Offering a referral commission to third-party promoters is prohibited.
  - **One Account:** No more than one online account should exist for the chapter. It is suggested that chapters select event management solutions which support sub-accounts for multiple events.

- **Organizer**
  - **Payout Methods:** The chapter treasurer and financial secretary should 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.
  - **Taxpayer Information:** Enter the appropriate address and taxpayer identification information.
  - **Multi-User Access:** The online event management solution must support multiple user access. The account administration 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 and treasurer should receive copies of all invoices. The president must have the same access to events as the account administrator. Other users may be added to allow access to specific events as desired.

## Topic 2: Event Settings

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The following information should be used when setting up an event:

- **Event logo:** 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 under [Trademarks and Service Marks](#)) unless they are incorporated in a chapter logo.
- **Organizer name:** The name of the region or chapter should be used as the organizer.
- **Organizer description:**

This event is hosted by the *[YOUR REGION/CHAPTER NAME]* Region/Chapter of Delta Sigma Theta Sorority, Incorporated, a non-profit 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.
- **Online Event Management Transaction Fees:** The fees can be passed on to individuals who use an online payment account or any merchant account. However, if the online event management solution is used to collect dues, transaction fees cannot be passed on to the soror.

## 8.4 - CROWD FUNDING

- It is permissible to use crowd funding (e.g., [GoFundMe](#), [Kickstarter](#), and [Indiegogo](#).) accounts to publicize and collect money for chapter events. However, the funds must be deposited into a chapter account.

- Crowd funding pages with Delta symbols and graphics cannot be used for the benefit of individual sorors. Individuals cannot use a crowd funding account to raise funds for membership intake fees.
- Sorors cannot use crowd funding accounts to raise money for membership dues or for registration fees to attend clusters, conferences, or conventions.
- Parents of participants can use crowd funding accounts to raise funds from family members and friends in support of their child's participation in cotillions and beautillions, but they must be reviewed by the chapter president prior to launch.

## 9 - 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, Incorporated. 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 Internet Guidelines.

### 9.1 - APP OVERVIEW

The word "app" is an abbreviation for "application." It is typically used to describe anything that is not a full-fledged software program. There are three main types of apps: desktop, mobile/native, and web.

Desktop apps are typically comprised of all the features of a full software program, whereas the mobile or web app equivalent is a simpler and easier-to-use version. Web apps operate in a web browser like a website does. Mobile or native apps are the typical apps that most are familiar with. They are found in the [Apple App Store](#) or [Google Play Store](#).

### 9.2 - CONSIDERATIONS

Web apps do not require development for each device's (desktop/laptop/tablet/phone) operating system (i.e., Apple iOS, Mac OS X, Windows 10, Android, Windows OS, etc.), so there is a cost savings on development. Like websites, web apps do require the use of cellular data or a wifi connection.

Carefully consider the resources needed to create and maintain native apps. Native apps need to be developed to suit each device and receive regular updates to continue working. There are costs associated with publishing a native app to its respective store. As a result, they require additional time and money.

Before development, determine why the region or chapter needs to have a mobile app. This decision will be the key driver in the app design and development. Is an app the best solution for a business or service need to be resolved? Will introducing the app add some convenience for or benefit to members/sorors or the community? Is there a need to share recurring, real-time, time-sensitive, and/or location-sensitive information with the public? Like web design and development, mobile app development is a specialized skill and may require a financial commitment to secure a vendor for development and maintenance.

## Topic 1: App Development Resources

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There are several web services which help users with no prior programming knowledge create simple mobile applications (e.g., [Appy Pie](#), [AppMakr](#)). Many have tiered pricing, with varying levels of available features. Most of these services require a developer account to publish to the Apple App Store or Google Play Store.

Chapters/Regions may hire an app developer. The right app development partner is vital to a successful app build. This partner should not only build the app, but also help manage the project, help refine the app's direction, and support achieving the established goals for the app. Ensure that the app developer understands the purpose of your site and shares your vision for the app. Although this article is written for app developers, it is important to consider the answers to these questions before engaging an app developer: [20 Questions to Ask Your Client Before You Build Their Mobile App](#).

Finally, there is extensive documentation for those who wish to get started developing [Apple](#) and [Android](#) apps themselves.

## Topic 2: App Content and App Store Metadata

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- **Developer Account:** A member of the region's leadership/chapter should 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, to include deleting the app from an app marketplace once it is no longer needed or being maintained.
- **Review & Approval:** All information in the app must be reviewed and approved by the regional director/chapter president.
- **Contact Information:** Apps must include a contact information for the region/chapter, to include region/chapter name, mailing address and/or email address
- **Disclaimer Statement:** Apps must contain the following statement, verbatim.

**This app is the sole property and responsibility of the [YOUR REGION/CHAPTER NAME HERE] of Delta Sigma Theta Sorority, Incorporated**
- **Banned Information:** Information listed under [Banned Information](#), may not appear in an app.
- **User Privacy:** Apps should access only the information on the user's device that is *absolutely necessary* to the app's functionality.
- **Monetization:** Regions/chapters may not monetize an app through the use of paid advertisements or paid subscriptions.
- **Advertisements:** Regions/chapters are discouraged from using free app platforms/frameworks that provide automatic advertising in the app.
- **Terms & Conditions and Privacy Policy:** Regions/chapters should closely review the provider's/service's privacy policies and terms and conditions before selecting an app development service provider/developer.

- **App Store Metadata:** This information should be completed to describe to the app that was developed, not the region/chapter.
- **App Icon:** An app-specific icon or region/chapter logo is the preferred graphic. To avoid confusion with any apps the Sorority may choose to create in the future, do not use official marks and symbols of the Sorority (i.e., Greek letters, Sorority Crest, Torch of Wisdom, or other items listed under [Trademarks and Service Marks](#)).

## 10 - SUMMARY

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Remember that the Internet is public accessible worldwide and the security of Delta properties are our responsibility. When the names of sorors appear online, use caution in providing identifying information such as telephone numbers, addresses and place of employment. Protect the privacy of sorors at all times against such fraudulent and potentially criminal activities and unauthorized credit card and ATM usage and robbery.








Any questions regarding these guidelines should be emailed to the National Technology Committee at [technology@deltasigmatheta.org](mailto:technology@deltasigmatheta.org).







If any of the Internet Guidelines are violated, the person(s) associated with the violation should be reported to National Headquarters. Upon further review, a decision will be made whether the violation should be reported to Scholarship & Standards.

## 11 - APPENDICES



### 11.1 - TRADEMARKS AND SERVICE MARKS

Topic 1: Schedule A: List of Registered Trademarks and Service Marks


Mark	Description	Reg. Nos.	Graphic
Delta Minerva Crest	Stylized Logo for Crest	3,465,351 2,199,610	
Delta Sigma Theta	Word Mark	3,407,876	N/A
ΔΣΘ	Greek Letters	3,416,699 2,201,178	ΔΣΘ
	Stylized Logo for Financial Fortitude for the Total Woman	3,394,029	
Financial Fortitude for the Total Woman	Word Mark	3,390,752	N/A
Financial Fortitude	Word Mark	3,491,039	N/A
	Stylized Logo for Delta GEMS	3,492,176	
	Stylized Logo for The Total Woman: Mind, Body & Spirit	3,492,511	

Mark	Description	Reg. Nos.	Graphic
	Stylized Logo for Delta Torch	3,557,212	
Delta Sigma Theta Sorority, Incorporated	Word Mark	2,197,647	N/A
	Centennial Logo	4,370,994	
	Pearl heart Logo with Words	4,386,623	
Delta GEMS	Word Mark	3,495,424	N/A

Topic 2: Schedule B: List of Common Law Trademarks and Service Marks

Mark	Description	Reg. Nos.	Graphic
Δ in conjunction with identifiable characteristics that refer to Delta	Symbol for Delta, used on various merchandise to denote membership in Delta, sometimes with and sometimes without other Marks; often referred to as the Pyramid sign, which is routinely depicted by joining the thumbs and pointing fingers	Since 1913	Δ
“Delta” In conjunction with identifiable characteristics that refer to Delta	Shortened form of Delta Sigma Theta; Word Mark	Since 1913	N/A
“1913” In conjunction with identifiable characteristics that refer to Delta	Year of Founding; Word Mark	Since 1913	N/A
DST	Symbol for Delta Sigma Theta; Word Mark	Since 1913	N/A
	Symbol for Fortitude	Since at least the 1970s	



Mark	Description	Reg. Nos.	Graphic
	Delta Academy Logo	Since at least 1996	
	Impact Logo	Since at least February 2011	
	EMBODI Logo	Since at least 2008	
	Presidential Programs Logo	May 2013	
	International Awareness	Since at least June 2010	

## 11.2 - AUTHORIZATION TO RELEASE INFORMATION

*[NAME OF CHAPTER]* Authorization to Release Information

I, *[YOUR NAME]* grant permission to the *[CHAPTER NAME]* Chapter of Delta Sigma Theta Sorority, Incorporated to publish the following information for the purpose of promoting the *[EVENT NAME]* event only.

I understand that my authorization will remain effective until the end of the event. I may revoke the authorization at any time by written, dated communication.

I authorize the following information be released:

\_\_\_\_Name      \_\_\_\_Cell Phone Number      \_\_\_\_Home Phone Number      \_\_\_\_Email Address

I hereby release and hold harmless the *[CHAPTER NAME]* of any liability or claims of damage whatsoever in connection with said use of information.

By signing below, I acknowledge that I have received a copy of this release form and agree to all conditions herein.

Signature

Date