



# Grand Convention Social Media Policy

## Ways to Appropriately Use Social Media During Grand Convention

- **Use the Official Hashtag:** If you are a Twitter, Instagram, or Facebook user, we encourage you to use the Grand Convention hashtag #Theta16. Hashtags are a tool to link posts from people with a common interest. When you use #Theta16 in your posts, the term becomes linked, and people are able to search for and track who else is using the term. It is a great way for you to connect with fellow attendees before and during the conference.
- **Join the Facebook Event:** If you are a Facebook user, you can check out the Facebook event. Photos, videos, and relevant Convention information will be posted to the Facebook event, both before and during the actual event.
- **Tag Instagram Images:** When posting a Convention photo to Instagram, be sure to tag @kappa\_alpha\_theta.
- **Follow Theta on Snapchat at @kappaalphatheta.** Feel free to share snaps from the event with your followers.
- **Follow Theta on Periscope at @KappaAlphaTheta,** and encourage Theta friends who are not attending Grand Convention to join in the excitement by viewing live video of the event on Periscope.
- **Follow the Blog:** Before and during Convention, the Fraternity will share updates and experiences on the Convention blog. Be sure to follow along!



## Ways to Inappropriately Use Social Media During Grand Convention

- **Post About Ritual or Official Business:** Grand Convention is one of the most awe-inspiring Theta events a member will ever attend, but much of the information you will learn and events in which you will participate are for Thetas only. And, because social media reaches beyond the Theta audience, the Fraternity prohibits posting about this information and these events. Not sure whether or not you can post about something? If you question it, it's probably something you shouldn't post.
- **Text or Post During Speakers:** It can be frustrating and flustering for a speaker to look into the crowd and see audience members looking down at their mobile devices. Therefore, we discourage the use of mobile devices during speakers and breakout sessions and prohibit them during business sessions. The exception is if the presenter encourages you to use a social medium during a presentation. Please be considerate to all speakers by not using these devices during presentations.
- **Post Negative Things About Convention or Other Members via Social Media:** It is OK to disagree respectfully with another member via social media, but remember that all Theta social media platforms are "Theta-friendly." Any comments that include offensive, disrespectful, or inappropriate language, and therefore are not in keeping with the values we promised to uphold as members of Kappa Alpha Theta, will be deleted by the administrator. Spread Theta love!
- **Post Inappropriate Content on Snapchat or Other Social Media Platforms:** Please remember that all content you post reflects on the Fraternity as a whole.