

Social Media Guidelines for Chapters

The National Office encourages all chapters to develop social media channels that best serve their chapter. Communication with your members currently on campus - and those who have graduated – is a fantastic means to stay and touch and create community. Here are some tools to support you.

Getting Started

First things first. Remember, Pi Sigma Alpha is a non-profit, non-partisan organization and honor society. Via your channels you represent the national organization, your university, and your department. As you develop your social media channels and procedures please keep this in mind. Some really simple rules:

- **Identify the channels that work best for you.** Maybe you don't need a presence across Facebook, Instagram, Twitter, Snapchat or more. Think about where your members are and how they consume information.
- **Stay away from postings that support a political candidate or party.** It is just fine to post a first person story about one of your members working for a campaign or post a job opportunity for a candidate. Those are quality posts. The chapter endorsing a candidate - national, state, or even campus - is not acceptable.
- **Be smart about your content.** Don't say anything that you wouldn't be comfortable seeing quoted on CNN, being asked about by your mother, or having to justify to anyone!
- **Define roles.** Determining who's in charge of each of your channels is essential to assigning responsibility and accountability. When clear roles are defined, your chapter can more easily execute strategy and understand who can—and who cannot—do what.
- **Presence and Maintenance.** Think about how often you want to post. Set goals. You will gain credibility and value with consistent posting.
- **Be creative. Be authentic.** Key information about your chapter, university, and national office (programs and deadlines) are valuable but think about the stories your channels can tell. Photos of members on campus, stories from study abroad or internships, or alumni connections are all real easy posts. Each semester think about who you may spotlight. Have your channels focus on your members (those still on campus and those who have graduated) and you also end up with a great bit of history on members available to you over time.
- **Monitor, monitor, monitor.** If you have a social media outpost and someone finds you, they may engage with you and expect a response. Here is where roles come into play.

Logos

The national office maintains a Dropbox folder with logos available for chapter use. Please contact the national office (office@pisigmaalpha.org) for access and permission to use logos. Please note that Pi Sigma Alpha holds a trademark on these logos as well as the name “Pi Sigma Alpha,” and when chapters use any of the organization’s intellectual property, they do so under terms of a license provided to them by the National Office. Chapters may not alter the logo or colors in any fashion except to the personalize the logo to your chapter with placement of chapter designator and/or college or university name (see examples later in this guide).

Account Set Up

As maintaining social media pages will change from year to year, we encourage chapters to create a generic Gmail account that is accessible to officers and advisors (when necessary). Access to this account can be passed on to future chapter leaders year-to-year. Example: (deltaphiPSA@gmail.com). Have the chapter advisor’s email address be one of the “recovery email addresses” for this new address. Make the password simple and tied to the chapter.

The work you are doing for your chapter’s social media pages makes a lasting and visible digital impact on the way your chapter and the Pi Sigma Alpha national organization is presented.

FACEBOOK

The National Headquarters’ Facebook Page

The National Chapter Facebook page can be found at <http://www.facebook.com/pisigmaalpha/>

Please go to this page and “like” it, we in turn will “like” your Chapter pages.

When appropriate, please tag the National Office in your posts. For instance, if you were one of the chapters to receive a Pi Sigma Alpha Chapter Activity Grant, you can post and tag the National Office.

Your Chapter Facebook Page

When creating your page, we encourage you to follow these guidelines.

Page title: We encourage you to have your page name be: Pi Sigma Alpha, GreekName Chapter
Example: Pi Sigma Alpha, Delta Phi Chapter

Page username: We would like chapter pages to follow this norm for username:
pisigmaalpha.yourgreekname Example: www.facebook.com/pisigmaalpha.deltaphi

To assign your page a username is simple. The Facebook admin goes onto the “about” tab of the Chapter page, and then selects “edit” next to the Chapter name or username (under “General”) to create name changes.

As suggested above, consider creating your social media page with a general Gmail address created for the chapter.

Chapters are encouraged to use a Pi Sigma Alpha logo or seal as their profile picture and/or header image. Please contact the national office for direct access to the Dropbox folder with social media ready images.

Below is an example of how your page could look:



We encourage chapters to create a custom look for the header image. If you’re interested in customizing the look of your profile picture, get creative! Place the PSA logo over your state or school flag, have the emblem placed over a picture of your campus. All we ask is that you *do not* modify or change the look of the logo, including but not limited to the change of color. Transparent copies of the Pi Sigma Alpha logo are available - please reach out directly to the National Office. You may not change the color of the logo or the text in any way. If you wish to build a logo that represents your chapter, again, please don’t modify the trademarked Pi Sigma Alpha logo. Simply use your logo and the national logo in tandem. If you are unsure as to

whether your modifications do not follow these rules, or if you are uncomfortable with making any modifications, please do not hesitate to reach out to the national office!

Below are more examples of existing Pi Sigma Alpha Chapter Facebook pages that demonstrate a chapters ability to become creative with their chapter's Facebook layout.



Please be aware that Facebook's platform reformats the way profile pictures and cover photos are seen on both its web browser and mobile application, resulting in certain photos being cut

off on the sides.

Facebook's standard profile picture/AVI size is 200px x 200px (displaying the photo at 200px x 200px), though the higher quality your photo is, the clearer it will be. The standard header image is 1200px x 675px.

Facebook Style Guide

Assign a chapter member to be responsible for posting on the Facebook page. The page can share information tied to the chapter, the National organization, and the department. Be creative and engaging.

- Post Chapter information, events, news and photos
- Post current news stories that relate to political science that you think your members might be interested in
- Highlight different members
- Use Facebook to pose questions to your members and get feedback
- Always respond to the feedback. If it is positive thank them, if it is negative address the issue
- Communicate with other chapters by liking their pages and commenting on their posts

Be careful about political postings. Pi Sigma Alpha – and your chapter – are non partisan organizations. You may not openly support local, state, or national political candidates.

INSTAGRAM

The National Headquarters' Instagram Account

The National Chapter Instagram account can be found on Instagram via web browser or mobile app with the username @PiSigmaAlpha.

Please go to this page and "follow" it, we in turn will "follow" your Chapter pages.

In most cases though when appropriate, please tag the national chapter page in your posts. For instance, if you were one of the chapters to receive Pi Sigma Alpha funding for a proposal, you can post about that on your Instagram page and tag the National Chapter in your post.

Additionally, if necessary, directly tag us in comments or captions using our handle @PiSigmaAlpha.

Your Chapter Instagram Page

When creating your page, please follow the guidelines below.

Page name: Please have your page name be: [Pi Sigma Alpha] + [name or abbreviation of school depending on the length of its name]

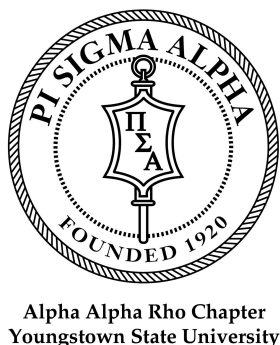
Example: 'Pi Sigma Alpha Purdue'

Page username: We would like chapters to include "Pi Sigma Alpha" in their username. Please give your chapter account the username of [pisigmaalpha] + [.] + [school abbreviation or name if it's relatively short]

Example: @PiSigmaAlpha.UMD, @PiSigmaAlpha.Purdue

You may use an image from your library or a Pi Sigma Alpha logo as part of your profile image. To distinguish your page from the national organization's page we do ask you add text to the Pi Sigma Alpha logo to note this is a chapter page.

Example:



If you would like help from the national office in building this image for your chapter please simply ask and we will assist.

Your chapter biography on your Instagram account is where your chapter can be a bit more creative. Write a brief 1-3 sentence biography about your chapter. Include the following information somewhere within the bio:

- Chapter name
- School name
- "@PiSigmaAlpha"

To change all the information above (page name, username, bio), click on the "Edit Profile" tab located underneath your follower/following count on your account page. If you run into some trouble locating this, please redirect yourself to the settings icon located on the upper half of your account to make such changes.

Below is an example of how your chapters PSA Instagram page can look like:



Instagram Style Guide

We encourage a wide range of content to be posted on Instagram - videos, boomerangs, photographs, reposts of other people's content, GIFs. The choice is yours, though make sure your posts are relevant to Pi Sigma Alpha, your chapter, or the general field of political science.

Please plan on posting content at least twice a week. Content can range from the following list of typical Instagram post examples:

- Flyer for an upcoming political science guest speaker on your campus
- A photograph of your chapter advisor
- A photograph of chapter members
- A photograph of your campus
- Pi Sigma Alpha memorabilia/merch
- Throwback / #TBT of an event or memory relevant to the chapter/organization

Be creative with this! Host Instagram takeovers with your chapter members weekly, do chapter/campus wide giveaways or scavenger hunts, repost content from other (relevant) pages to create a discussion within the comment section of your post. This is where you/your chapter can be as active as possible.

With each of these various types of posts, a caption should accompany them. The caption, whether or not the content of the post itself is directly tied to PSA, should almost always tie back to the organization. Tag us within the caption, @PiSigmaAlpha. Additionally, be sure to geotag your posts when necessary. One way to get your post and page viewed more is to have a series of hashtags posted along the bottom of the post. Depending on the post, you *should*

add more hashtags relevant to it, but please reference to this copy of general hashtags that can be used for every post:

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#PSA #PiSigmaAlpha #NPSHS #nationalpoliticalsciencehonorsociety
#politicalscience #honorsociety #university #highereducation #collegelife
#collegelifestyle #fraternity #sorority #politics #professional “

*** Keep in mind the several dots in the beginning are necessary to post along with the hashtags so that you do not clutter the timeline of your followers.*

When posting a photograph, if applicable, tag @PiSigmaAlpha within the photograph as well as anyone or anything else that is relevant.

Be mindful, however, of the content and captions you post - do not include visual content or captions/comments that are politically charged or opinionated. Keep your content and captions to the content - every post and comment should be as neutral as possible in terms of opinions.

To increase your chapters activity on Instagram, make sure to follow Instagram users that are relevant to the chapter:

- Current and former chapter members
- Other/neighboring PSA chapters
- Political science organizations/institutions/news outlets
- School's Instagram account
- Faculty, staff, and advisor(s)

Additional to the above social media practices, feel free to like and comment on the content of other peoples pages via your timeline or explore page! This will help bring more attention to your chapters account and will boost social media growth. Just be aware of how relevant the content you are liking or commenting on is relevant to Pi Sigma Alpha - make sure you are not socio-digitally interacting with content that is offensive or inappropriate.

We encourage you to look through the Instagram hashtag #PiSigmaAlpha or #[your school's name]. This will allow you to explore other accounts that are relevant to PSA and your school.

TWITTER

The National Headquarters' Twitter Account

The National Chapter Twitter account can be found on Twitter via web browser or mobile app with the username @PSANational

Please go to this page and “follow” it, we in turn will “follow” your Chapter pages.

When appropriate, please tag the national chapter page in your posts. For instance, if you were one of the chapters to receive Pi Sigma Alpha funding for a proposal, you can post about that on your Twitter page and tag the National Chapter in your post.

Your Chapter Twitter Page

When creating your page, please follow the guidelines below.

Page name: Please have your Twitter name be: [Pi Sigma Alpha] + [name or abbreviation of school depending on the length of its name]

Example: Pi Sigma Alpha Purdue

Page username: Please have your Twitter username be: [“Pi Sigma Alpha” or “PSA” depending on how many more characters you have left to input] + [name or abbreviation of school depending on the length of its name]

Example: @PiSigmaAlpha_Purdue or @PSA_Purdue

Your chapter bio on Twitter should be about 1-3 sentences. Please include the following information within the bio:

- Chapter name
- School name
- “@PiSigmaAlpha”

If you'd like, you can set the location of your Twitter account to the area in which your school is located.

We request to have all Pi Sigma Alpha Twitter accounts use the Pi Sigma Alpha logo somewhere within their profile picture/AVI.

If you're interested in customizing the look of your profile picture, get creative! Place the PSA logo over your state or school flag, have the emblem placed over a picture of your campus. All we ask is that you *do not* modify or change the look of the logo, including but not limited to the change of color. Transparent copies of the Pi Sigma Alpha logo are available - please reach out directly to the National Office to obtain a copy for personal use.

Twitter's standard profile picture/AVI size is 400px x 400px, though the higher quality your photo is, the clearer it will be. The headers size is 1500px x 500px. Be mindful and aware that your profile picture/AVI will be rounded off, displaying only a circular view of the original photo thus leading to parts of the image not being shown.

Below are sample screenshots of what your Pi Sigma Alpha Chapter Twitter page can look like on both mobile app and web browser with our stock PSA photographs available for you:



Pi Sigma Alpha Template

@YourPSAChapter

Sample Twitter account for your Pi Sigma Alpha Chapter.



Pi Sigma Alpha Template

@YourPSAChapter

Sample Twitter account for your Pi Sigma Alpha Chapter.



Feel free to set any picture as the header of your chapters Twitter profile, as long as it is relevant to Pi Sigma Alpha, your chapter, or your campus. Various headers can be, but not limited to, a picture of your campus, a picture of your chapter members, or Pi Sigma Alpha regalia. The standard size for the header photo of your chapters Twitter profile is 1500px x 500px. Try out various photographs to see which is a best fit.

Below are more examples of existing Pi Sigma Alpha Chapter Facebook pages that demonstrate a chapters ability to become creative with their chapter's Facebook layout.



HC Pi Sigma Alpha

@HCpisigmaalpha

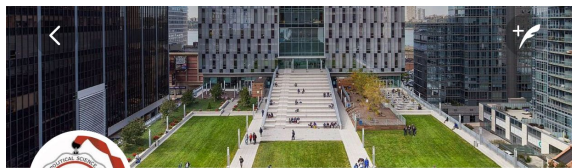
Hillsdale College's Chapter of Pi Sigma Alpha, the national political science honorary. Follow us for updates on campus events we are hosting!



Whittier College Pi Sigma Alpha

@WCPiSigmaAlpha

Whittier College Chapter of Pi Sigma Alpha, the National Political Science Honor Society



Pi Sigma Alpha JJay

@PSA_JJAY

Alpha Theta Theta Chapter of Pi Sigma Alpha-
The National Political Science Honor Society
[@CUNY](#) John Jay College of Criminal Justice



Mizzou PiSigmaAlpha

@MU_PiSigmaAlpha

Updates from Pi Sigma Alpha's Gamma Zeta chapter and Political Science Club at the University of Missouri - Columbia

Please be aware that Twitter's platform reformats the way profile pictures and cover photos are seen on both its web browser and mobile application, resulting in certain photos being cut off on the sides.

Twitter Style Guide

The content for twitter can and should mirror that of Facebook and Instagram - posts about today's relevant political science news, updates on chapter members, the chapter itself, or your school. Feel free to retweet or quote other people's tweets.

Similarly to Instagram and Facebook, please make sure the content you are liking, retweeting, quoting, and posting is both appropriate and relevant to PSA and/or your chapter/school. Keep all comments and content neutral in terms of opinion, both personally and politically - Though feel free to pose questions and create discussions via Twitter about today's political climate.

In a similar vein to keeping content appropriate, make sure that the accounts in which you follow are PSA, chapter/institutionally, or politically relevant. We encourage you to follow your chapter members, faculty, staff, advisors, and other PSA chapters.

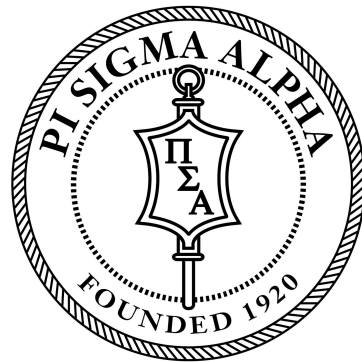
Please prepare and/or post three tweets per week. Tweets can vary from text, pictures, videos, RT's quotes, or hyperlinks to news articles. When applicable, tag relevant people or entities in your tweets (e.g. politicians, news outlets, institutions).

PI SIGMA ALPHA LOGOS

Below are the official logos of Pi Sigma Alpha. Chapters have the right to use these logos for social media and marketing purposes. Requests for access to the Dropbox folder should be sent to office@pisigmaalpha.org. Permission must be requested from the national office for any use (flyer, cake, tshirt, poster, etc). Simply email us with a copy of what you propose. We WANT you to display the logo in your materials and be connected to the national office.

Additional text may be added to a logo to better connect your chapter. The national office is happy to make these modifications for you.

Please remember, you may not change the color, orientation, or font of the Pi Sigma Alpha logos.



SAMPLE MODIFICATIONS:



PI SIGMA ALPHA

THE NATIONAL POLITICAL SCIENCE HONOR SOCIETY

Alpha Alpha Rho Chapter Youngstown State University



Alpha Alpha Rho Chapter
Youngstown State University



Alpha Alpha Rho Chapter
Youngstown State University