

Social Media Policy

1. Introduction

Epsilon Sigma Alpha International (ESA) is committed to fostering a positive and respectful online community. This social media policy provides guidelines for members' online conduct to ensure that social media use aligns with the organization's mission and values.

2. Purpose

The purpose of this policy is to:

- Protect the reputation of ESA and ensure consistent messaging.
- Encourage positive and respectful online interactions.
- Protect members' rights and privacy in accordance with Colorado* law.

3. Scope

This policy applies to all members of ESA who voluntarily engage with the organization through social media platforms, both when representing ESA and in a personal capacity where ESA may be associated.

4. Guidelines for Social Media Use

- **Representing ESA:** When posting on behalf of ESA, members must ensure their content is accurate, respectful, and aligned with the mission of ESA.
- **Personal Social Media Use:** Members are free to express themselves but should be mindful not to damage the reputation of ESA or disclose any confidential information.
- **Positive Engagement:** Encourage the sharing of content that supports ESA activities and values.
- **Prohibited Content:** Members of Epsilon Sigma Alpha International are expected to maintain a positive and respectful presence on social media. The following types of content are strictly prohibited:
 - **Hate Speech and Discrimination:** Any content that promotes or endorses hate speech, racism, sexism, homophobia, xenophobia, or any form of discrimination based on race, ethnicity, gender, sexual orientation, religion, or disability.
 - **Bullying and Harassment:** ESA strictly prohibits any form of bullying, harassment, or intimidation. This includes, but is not limited to, threatening, mocking, or humiliating others, or engaging in online behaviors that cause emotional distress to others, whether they are ESA members or not.
 - **Confidentiality Breaches:** Members must not share or disclose confidential or private information about the organization, its members, or its operations without proper authorization.
 - **Inappropriate Content:** Posting content that is obscene, defamatory, or otherwise inappropriate, and that may harm the reputation of ESA or its members, is prohibited.
 - **Political Endorsements or Opposition:** Posts that directly endorse or oppose specific political candidates are strictly prohibited. As a 501(c)(4) organization, we must refrain from any political candidate endorsements or opposition to maintain compliance with our tax-exempt status.

Members found in violation of these guidelines may face disciplinary actions, including warnings and revocation of membership, depending on the severity of the infraction.

5. Privacy and Confidentiality

- **Member Privacy:** Members must respect the privacy of fellow members and other individuals and are prohibited from posting personal information without consent.
- **Compliance with CO Law:** All members must comply with the Colorado Privacy Act (CPA), ensuring that personal data is handled with care and in accordance with the law.

6. Reporting and Enforcement

- **Reporting Violations:** Everyone (member or non-member) may report any violations of this policy to ESA Headquarters in writing with supporting documentation for internal review.
- **Disciplinary Process:** All communication will be documented in the member record and the process below is subject to change based on the severity of the violation.
 - **First Violation:** A verbal warning will be issued, accompanied by a review of the social media policy.
 - **Second Violation:** A written warning will be provided to the member and their Chapter President. All enforcement actions will be handled by ESA Headquarters. Chapter Presidents are instructed to maintain confidentiality and not to take independent action.
 - **Third Violation:** The member will face removal from the chapter and/or termination of membership.

7. Legal Considerations (Colorado-Specific)

- **Privacy Protections:** Under the Colorado Privacy Act, members have the right to request access to, correction of, or deletion of their personal data held by the organization.
- **Workplace Privacy:** Although members are not employees, ESA upholds the principles outlined in the Colorado Workplace Privacy Act. Colorado law protects individuals from being required to disclose private social media account information to their organization. However, public posts that pertain to the organization's interests or impact its reputation may be reviewed by ESA Headquarters. Members are encouraged to carefully manage the privacy settings of their social media accounts and to be mindful of the content they share.

8. Training and Resources

ESA will provide resources and guidance to help members understand and comply with this social media policy. Members are encouraged to seek clarification from ESA Headquarters.

9. Review and Updates

This policy will be reviewed annually and updated as needed to reflect changes in social media practices, technology, and Colorado law.

10. Approval and Communication

This policy has been approved by the ESA Membership Corporation Board of Directors and will be communicated to all members.



*This policy is written in accordance with Colorado law as Epsilon Sigma Alpha International is based in Colorado. Regardless of member location, all members are expected to adhere to the policy as stated.