

This document intends to deliver a high-level overview of a given content area and provide important information or answers to some of the most frequently asked questions. Please utilize this sheet to better operate and gain guidance regarding questions for this content area. For further assistance, please reach out to your adviser and Content Specialist.

Q: What should I do if the press reaches out to one of our members? Can our members speak on behalf of Kappa Kappa Gamma?

A: Individuals and chapters must secure the approval of the Director of Marketing and Communications at Kappa Kappa Gamma Headquarters before participating in any local, regional or national media on behalf of the Fraternity. **Email communications@kkg.org as soon as you receive a request** or hear that a member may be in contact with the press.

Q: How do I know if my chapter or association and its members are following Kappa's guidelines?

A: Review and share the Social Media Guidelines! These can be found after logging in to www.kappa.org and navigating to See All Resources. The guidelines include reminders for both chapter and association officers as well as individual members regarding using hashtags appropriately, keeping all ritual references off social media, ensuring alcohol and Solo Cups are not in photos, and more.

Q: What should I do if members are using social media inappropriately?

A: Refer any issues regarding a specific member's social media directly to the Standards Committee or your Standards Specialist. Any concerns about another chapter's or association's social media can be reported anonymously to socialmedia@kkg.org. General education about how to smartly use social media is helpful as well.

Q: Are we allowed to use Kappa hand signs?

A: There is no specific rule against using hand signs. However, the Fraternity has decided not to post any pictures with hand signs on the Fraternity website, official social media platforms, and communication materials. While sorority hand signs may be commonly used within Greek-letter communities, external publics are not usually familiar with them and we are sensitive to misinterpretation. There might be a worthwhile conversation you can have with members about this topic and other ways to show Kappa pride.

Q: Can my chapter or association have a Snapchat account or use Snapchat geofilters for events?

A: Your Public Relations Specialist must **preapprove** all Snapchat accounts and geofilters. Specific criteria must be met.

Q: How do I get my chapter or association highlighted in *The Key* or on Kappa's online pages?

A: We want to hear your chapter's and association's stories. Has a member accomplished something great? Is a member starting a new initiative? Let us know! To pitch story ideas to *The Key*, visit www.kappa.org/thekey.

To submit photos for use on Kappa's official social media, email communications@kappa.org. Please ensure you're only submitting photos that you have rights to and wish to share. If copyright permission has been granted, please share those details with upon upload.

Q: Is there anything special I need to do with my chapter's or association's social media accounts?

A: Follow the Social Media Guidelines. These can be found after logging in to www.kappa.org and navigating to See All Resources > Additional Resources.

In addition, please invite Clara Pierce (i.e., Kappa Headquarters) as an administrator for your accounts — both public and private — in order to recover passwords and keep our internet presence clean and updated as time goes on.

Q: Are there official Fraternity policies regarding public relations?

A: Review the Kappa Kappa Gamma Fraternity Policies, Policy XI for our official procedures pertaining to public relations, including chapter newsletters, endorsement of products and participation in promotions, website and social media usage, licensing, trademarks, membership lists, requests for information, speaking on behalf of the Fraternity, and participation in local, regional and national media.

Q: How do I find a vendor that is approved to make Kappa T-shirts?

A: Visit www.greeklicensing.com to find a wide variety of vendors that are licensed by Kappa. You can also visit www.findgreek.com to search by item type (e.g., T-shirt) instead of by vendor. Shirt designs from unlicensed vendors will not be approved. If there are no local vendors listed for your area, there are various national vendors licensed with Kappa that can ship the final product to you.

Q: Are there any other common issues I might run into regarding public relations?

A: One common issue our chapters and associations run into is the use of copyrighted songs on YouTube and in recruitment videos. Please make sure you have the rights to use the music you choose. In addition, the content included in recruitment videos reflects directly on both the chapter and the Fraternity at large. Ensure that you're following all parameters set forth in the Social Media Guidelines when creating video assets.