



Greek Risk Bulletin

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Anti-Social Media: *Special Social Media Edition*

Guest Author: Loren Hollenkamp, UA School of Law, Class of 2017

Are you one of the [95% of students on social media](#)? If so, then you, and perhaps your fraternity or sorority, are responsible for what **YOU** post online. Likewise, you could be viewed as responsible for what fellow members post. Social media can quickly turn into anti-social media.

Last year, the [University of Oklahoma](#) closed a fraternity and expelled two members as a result of a video that surfaced on Twitter. The video depicted several fraternity members singing racial slurs. The national organizations also suspended the members and may ban some for life. The damage—especially reputational damage—could extend to all the members.

Earlier this year, a [Penn State](#) fraternity was shut down for three years for allegedly posting compromising pictures on a private Facebook page, among other actions. The national organization has imposed its own [sanctions](#), including the expulsion of 38 members. The fraternity’s members are the subject of a criminal investigation into the Facebook page and its contents.

How can you, your organization, and your fellow members help avoid these risks?

1. **Be careful what you post.** If your nationals and your parents wouldn’t like it, think before you post it.
2. **Don’t allow other people to post about you without your permission.** Filter what can be seen on your feed.
3. **Counter the negative press.** Use your social media pages to promote the positive activities your organization is doing. Post about your philanthropy and good works. Do not let the negative story be the only story.
4. **Consider adopting “Social Media Guidelines.”** If your national organization does not already have a policy, consider one for your chapter.

Don’t let social media harm you or your organization. Stay connected online without the worry of being permanently disconnected from your school, organization, or your good reputation.