



Phi Kappa Psi Fraternity – Internet Code of Conduct

Section I: Introduction

The internet is an enormously powerful tool, providing countless avenues by which members of the Phi Kappa Psi Fraternity may gain knowledge, express themselves, and engage in constructive dialogue with other members and people across the globe. Given the vast benefits which accrue from interactions on the internet, Phi Kappa Psi believes all members ought to have the liberty to express their opinions, represent themselves online, and learn from the vast store of information available at the click of a mouse. Unfortunately, the internet may also be a channel for fraternity members and others to interact in ways which are disrespectful, hostile, or otherwise inappropriate toward others. Members who misuse the internet in this way diminish themselves and deeply tarnish Phi Kappa Psi's reputation and goodwill.

This Internet Code of Conduct is intended to help fraternity members, from the newest undergraduate initiate to the longest-standing alumnus, understand and execute the requirements and expectations the fraternity has for online interactions.

Phi Kappa Psi reserves the right to amend or otherwise modify the provisions of this Internet Code of Conduct when necessary and appropriate.



Section II: Terms Defined

Throughout the Internet Code of Conduct there are several terms used to convey specific ideas. Any term not defined in this section is intended to carry its plain and ordinary meaning.

- **Chapter:** A group located at an institution of higher learning that possesses, possessed, or has been officially recognized by the fraternity as seeking to possess a charter from the fraternity under Article V of the Constitution.
- **Communication:** Any message, comment, update, post, email, response, reply, tweet, picture, photograph, graphic, video, cartoon, Facebook “like” (including any equivalent on any media channel that demonstrates a publisher’s reaction to another communication), or any other written, oral, or visual electronic communication of any kind published using the internet. This definition should be interpreted broadly and include any new form of communication which may be invented or popularized in the future.
- **Content:** The substantive data conveyed by or through a communication.
- **Conduct:** The underlying behavior a publisher expresses by and through a communication or use of a media channel.
- **Fraternity:** The national organization of the Phi Kappa Psi Fraternity and other national organizations affiliated with or ancillary to it, including the Phi Kappa Psi Foundation, the Canonsburg Corporation, or the Permanent Fund of the fraternity. This definition should be interpreted to include agents acting under the authority of the fraternity, such as elected or appointed officers, hired staff, or volunteers.
- **Operator:** The company, organization, or group responsible and liable for managing a media channel. For example, Facebook Inc. is the operator of Facebook. The fraternity may in some instances be an operator.
- **Publish:** Sharing, sending, messaging, commenting, updating, posting, emailing, responding, replying, tweeting, broadcasting, transmitting, tweeting, “liking” (or any equivalent on any media channel which demonstrates a publisher’s reaction to another communication), or otherwise disseminating a communication on the internet. This definition should be interpreted broadly to include any new form of publishing that may be invented or popularized in the future.
- **Publisher:** Any person who publishes a communication on the internet, including both members and non-members.
- **Media Channel:** Any social media program, outlet, application, website, discussion board, comment board, chat room, email list, or any electronic distribution channel, or other method, channel, or medium for publishing a communication using the internet. This definition should be interpreted broadly to include any new form of media channel which may be invented or popularized in the future.



- **Member:** Any person who falls within the membership of Phi Kappa Psi as defined in Article III, Section 1 of the Constitution, as well as any person who has officially indicated their intent to join under the same Article.



Section III: Scope and Applicability

The Internet Code of Conduct applies to any communication published by a member.

The media channels covered may include, but are not limited, to:

- Facebook and any communication that a member may publish on it, including any Facebook pages or groups maintained by Phi Kappa Psi;
- Twitter and any communication a member may publish on it, including any communication using Twitter handles belonging to or hashtags which directly or indirectly reference Phi Kappa Psi or its marks and brand;
- Instagram and any communication a member may publish on it, including any Instagram accounts maintained by Phi Kappa Psi;
- Snapchat and any communication a member may publish on it, including any Snapchat accounts maintained by Phi Kappa Psi;
- YouTube and any communication a member may publish on it, including any YouTube channels maintained by Phi Kappa Psi;
- LinkedIn and any communication that a member may publish on it, including any LinkedIn page, group, or discussion board maintained by Phi Kappa Psi;
- Any PhiPsi Mobile Apps on which a member may publish a communication; and
- Any other media channel and any communication a member may publish using any other media channel, including those owned, administered, or otherwise maintained by Phi Kappa Psi, now or in the future.



Section IV: Affirmative Pledge

Members using the internet shall at all times communicate according to the values expressed in the Phi Kappa Psi Ritual and Creed. When using the internet, a member must:

- **Be courteous, generous, and compassionate** when expressing himself and communicating with other publishers;
- **Practice moderation** in his manners and morals;
- **Help, counsel, and ultimately forgive** other publishers for wrongs they have committed, whether those wrongs are real or perceived;
- Seek to use the internet as a tool to **strengthen his character** and **deepen his integrity**;
- Strive to use the internet in ways that **enhance his intellectual, moral, and spiritual excellence**; and
- Conduct himself so as to **bring respect and honor** to himself and the fraternity.

A member who follows these principles while using the internet will undoubtedly fulfill the letter, spirit, and purpose not only of the Internet Code of Conduct, but also of the Phi Kappa Psi Ritual and Creed.



Section V: Prohibited and Restricted content

The fraternity strives to ensure that all members and other publishers may freely share ideas and information without receiving inappropriate, demeaning, or threatening responses. The following prohibitions and restrictions are intended to create and maintain an open, earnest, and thoughtful dialogue among members, and between members and other publishers, by categorically prohibiting certain types of content Phi Kappa Psi has judged is not, and never will be, appropriate to publish on the internet, particularly vis-à-vis another member.

A communication may not include:

- a) **Unlawful content:** Content that is itself, depicts conduct that is, or advocates the performance of conduct that is unlawful under federal, state, or local laws or university policies—such as sexual assault, hazing, and substance abuse—is prohibited. Also prohibited is any content that itself violates, depicts conduct that violates, or advocates the performance of conduct that violates fraternal law as embodied by Phi Kappa Psi's constitution, bylaws, rules, edicts, or any other policies enacted or enforced by the fraternity, including applicable risk management and insurance policies.
- b) **Conduct Unbecoming a Gentleman:** Content that itself violates, depicts conduct that violates, or advocates the performance of conduct that violates standards of conduct for members of the fraternity as described in the Phi Kappa Psi Creed, Phi Kappa Psi Ritual, or other standard of the fraternity is prohibited.
- c) **Graphic content:** Content that is itself, depicts conduct that is, or advocates the performance of conduct that is violent, pornographic, or abusive, is prohibited. Content that discusses a person's death or illness, or another personal and sensitive matter not ordinarily a topic for public discourse, must be approached in a respectful manner.
- d) **Destructive content:** Content that is malicious, invasive, damaging or disruptive to another person's computer or other personal property, or compromises a person's privacy or private information, or that is distributed with an intent to do any of those destructive things—including but not limited to computer viruses, malware, spyware, and any other program or device installed on a person's computer or media channel accounts without their permission—is prohibited.
- e) **Private Information:** Content that includes personal or confidential information about a member or another person is prohibited, including but not limited to a person's physical address, telephone number, email address, Social Security Number, and personal financial information, unless the person to whom the private information pertains specifically requests that it be published.



- f) **False or Misleading content:** Content about a member or another person that the publisher knows to be false or grossly misrepresentative and is published with an intent to harm that person's reputation or character is prohibited.
- g) **The Ritual:** Content concerning the specific nature of the fraternity's Ritual, in whole or in part, is prohibited.
- h) **Fraternity Brand Standards:** Content may not violate the Official Brand Standards of Phi Kappa Psi.
- i) **Spam:** Fraternity-maintained media channels may not be used to explicitly advance business practices not directly related to Phi Kappa Psi, unless the communication explicitly offers career opportunities or internships to members. Such content may include, but is not limited to, the following examples:
 - Members may not send repeated invitations to a distribution group maintained by Phi Kappa Psi, such as the fraternity's LinkedIn group.
 - Members may not repeatedly publish a communication using a fraternity-identified marker (such as a Twitter hashtag) on a topic or subject unrelated to fraternity business.



Section VI: Prohibited conduct

Phi Kappa Psi recognizes that effective and responsible discourse on the internet requires that participants create and maintain an environment where everyone—members and non-members alike—feels safe to voice their opinions. For that reason, members must strongly resist the urge to use the internet to “troll” others by injecting vitriol and disrespect into the public space from behind the relative anonymity of an electronic persona. Phi Kappa Psi will not tolerate behavior that includes harassment, intimidation, or other speech that silences, or is intended to silence, other users.

Examples of inappropriate conduct include, but are not limited to:

- **Unlawful conduct:** Members must not violate federal, state, or local laws or university policies when interacting on the internet.
- **Threats:** Members must not directly or indirectly threaten physical violence to, or otherwise advocate physical violence against, other members, publishers, or any other person.
- **Harassment and Bullying:** Members must not directly or indirectly harass or bully, or otherwise advocate the harassment or bullying of, other members, publishers, or any other person.
- **Fake Accounts and Impersonation:** Members must not create, maintain, or publish using fake, unclaimed, or otherwise anonymous media channel accounts for the purposes of harassing, demeaning, attacking, or otherwise harming the reputation of other members, publishers, or any other person. Members also must not impersonate other members, publishers, or any other person on the internet for the purposes of harassing, attacking, or otherwise harming the reputation of the person impersonated or any other member, publisher, or any other person. Except for those prohibited purposes, fake, unclaimed, or otherwise anonymous media channel accounts are permissible but greatly discouraged. Members are on notice that they must use even greater care to not violate the Internet Code of Conduct when interacting anonymously on the internet.
- **Parody Accounts:** Members are free to use parody accounts to express opinions of Phi Kappa Psi, but must not tarnish the fraternity’s reputation by portraying or depicting it as engaging in unlawful, distasteful, or disrespectful conduct.
- **Self-Harm:** If a communication from a member threatens suicide or self-harm, Phi Kappa Psi will upon learning of the communication promptly respond to and, if possible prevent, the threatened action, including by contacting federal, state, local, or university authorities.



Section VII: Enforcement

A violation of the Internet Code of Conduct may be reported to Phi Kappa Psi by any member, publisher, or other person, whether or not that member, publisher, or other person is personally aggrieved by the alleged violation.

If a violation is reported, Phi Kappa Psi shall promptly investigate and determine the proper course of action. During the pendency of the investigation, the fraternity may take one or more of the following actions:

- (a) Remove or block the offending communication, if the fraternity is the operator of the media channel on which it was published;
- (b) Order the member who published the offending communication to remove it or amend it to conform with the Internet Code of Conduct, if the fraternity is not the operator of the media channel on which it was published;
- (c) Order the member who published the offending communication to temporarily cease-and-desist publishing further communications pertaining to the content of the offending communication;
- (d) Report the offending communication or the publisher of the offending communication to the operator of the media channel and federal, state, local, university, or other relevant authorities.

After completing an investigation, if Phi Kappa Psi determines that the member who published the offending communication violated the Internet Code of Conduct, the fraternity may file formal charges under the Rules of Phi Kappa Psi against the member. Such formal charges may result in punishment up to and including the member's suspension or expulsion.

A violation of the Internet Code of Conduct by a member shall constitute the performance of an act unbecoming a gentleman and shall be considered an "offense against the fraternity" under Article I, Section 2 of the Rules of Phi Kappa Psi.

It shall also constitute the performance of an act unbecoming a gentleman and shall be considered an "offense against the fraternity" under Article I, Section 2 of the Rules of Phi Kappa Psi for a member who published an offending communication to refuse or otherwise fail to comply with an order from the fraternity to remove or amend an offending communication, or to refuse or otherwise fail to temporarily cease-and-desist further communications pertaining to the content of an offending communication, during the pendency of the fraternity's investigation.