Creating Your Chapter Internet Presence: Guidelines for Websites, Social Networking Sites, Blogs, or Anything on the Web

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CSI Policies Include All Chapter Internet Sites

• CSI has created several policies to guide development of all chapter internet sites, including:
  ◦ Chapter Websites
  ◦ Social Networking Sites
    • Facebook, LinkedIn, etc…
  ◦ Wikis, Blogs
    • Any internet-based communication forum
  ◦ Any other chapter internet presence
What Policies Do I Need to Know?

- Chapter Internet Presence
- Chapter Websites
- Social Networking Sites
- CSI Approved Policies
  - csi-net.org > Chapters > Chapter Internet Presence & Social Networking
Chapter Internet Presence Policy

• Must follow *all* applicable web policies and be approved by CSI International

  ◦ Chapters which develop a website, blog, Social Networking Site, or any other presence on the internet are required to follow the CSI Chapter Website Policy, and Social Networking Policy if appropriate, in the creation of the site.

  ◦ The site URL must be submitted to CSI for review demonstrating that all aspects of CSIs policies have been addressed in creation of the site.

  ◦ Sites which comply with CSI policies will have their sites linked from their CSI chapter group.
What the Policy Means

• Approved Sites Only
  ◦ Chapters are not permitted to maintain sites on the internet that have not been approved by CSI.
  ◦ Non-approved sites are to be unlinked until approval is obtained.

• Failure to comply with CSI policies may result in:
  ◦ a forfeit of the chapter rebate or
  ◦ suspension of a chapter's ability to process new memberships until the chapter's internet sites are in compliance.
Using the CSI Trademarks

• CSI’s colors, name and logo
  ◦ CSI’s colors are blue and white.
  ◦ CSI is the sole official acronym of Chi Sigma Iota, International.
  ◦ The CSI Logo is trademarked
    • The online Chapter Logo Request Form is on the CSI website:
      Go to csi-net.org > Chapters > Development
      > Chapter Logos
Chapter Websites
Creating CSI Compliant Sites
Developing a Chapter Website

• Chapter Guidelines
  ◦ Chapters are encouraged to develop and maintain their chapter group at csi-net.org; this will serve as the official chapter website.
  ◦ Individual chapter websites will not be authorized after April 2014.
  ◦ Chapter websites and group must be in compliance with the Chapter Website Policy. csi-net.org > Chapters > Internet Presence > Chapter Websites
Chapter Group Resources

- The chapter group resources at csi-net.org offer a more interactive experience through a variety of features:
  - Showcase your chapter
  - Integrated within csi-net.org
  - Stay current with your chapter members
  - Custom group webpages
  - Blogs & Forums
  - Photo Gallery
  - Calendar
  - Group Directory
  - Resource Directory (file manager)
  - Multiple group administrators
  - Group Reps
Hosting Your Website

- CSI provides a free website host for chapter groups at csi-chapters.org to help chapters develop and maintain compliant websites, which has not always been possible on university servers, wiki pages, blogs, etc…
  - All chapter members are automatically members of your chapter group making it easy to stay in touch.
Creativity on Your Website

- **Professionalism is key**
  - Creativity is encouraged in the development of useful content for members, however a professional website and accurate information is essential.
  - CSI is not a sorority or fraternity (i.e., not “Chi Sig”). “Chi Sigma Iota” or “CSI” are the only proper uses of the title.
  - Photos and information must represent the organization.
Requirements for Chapter Groups at csi-net.org

• Chapters are encouraged to refer to csi-net.org for the most updated information including membership criteria, grants, awards, etc… and use the chapter group for chapter-specific resources.
Requirements for Chapter Groups at csi-net.org

• The following guidelines apply for the administration of chapter groups:
  ◦ The CSI logo is trademarked. It may only be used as presented and not altered in any way. Chapters may review the chapter logo policy and request a chapter logo at for use on chapter newsletters, stationary, emails, etc… Your chapter group and all the contents included (e.g., newsletters, event posters) must comply with the logo trademark guidelines.
Requirements for Chapter Groups at csi-net.org

- All chapter materials and correspondence outside of csi-net.org must include first the name of the local chapter followed by "Chi Sigma Iota" (e.g., "Alpha Chapter of Chi Sigma Iota"). Listing only Chi Sigma Iota is not acceptable, as this creates confusion between chapter and CSI International materials.
Requirements for Chapter Groups at csi-net.org

- Membership criteria, bylaws, and other items must be consistent with those of CSI, International. An approved set of chapter bylaws is linked on each chapter group front page. Only chapter bylaws with an updated approval stamp are valid. Only CSI HQ approved changes are accepted.
Requirements for Chapter Groups at csi-net.org

- Chapter groups have been set up with a standard template for their group homepage. That template and information should remain unchanged. Additional custom pages may be created to add announcements and other resources and those may be linked on the homepage.
Requirements for Chapter Groups at csi-net.org

- The chapter group must maintain updated information including current chapter faculty advisors, leaders, program, and contact information.

- All photos on the website must be professional and represent the chapter and CSI appropriately. The group administrator should remove any inappropriate photos.
Help with Chapter Websites

• Chapters with existing chapter websites not located on csi-net.org can move over their resources to their chapter group.

• For questions and additional assistance
  ◦ webadministrator@csi-net.org
Networking & Communication
Creating Social & Professional Networking Sites
Social & Professional Networking Sites

• Why have them?
  ◦ Support networking among chapter members
  ◦ Provide a forum for alumni involvement
    • Alumni can maintain the site
    • Alumni can learn about chapter activities
  ◦ Provide an interactive forum for sharing member news and accomplishments
  ◦ Supplement on-campus newsletters or e-news
  ◦ Provide information to help members find counseling jobs
Considerations in Developing Sites

• If the chapter name is used, this is a CSI site, therefore:
  ◦ All CSI policies apply
  ◦ Use of the CSI logo requires prior approval
  ◦ Only CSI members may join the site
  ◦ The Chapter Faculty Advisor must be aware of and approve the site
  ◦ The site must be presented in a professional manner consistent with the mission of CSI
What the Social Networking Policy Says

- The site must be consistent with CSI policies and membership requirements
  - The CSI logo may be used with permission.
  - Only members of CSI may join the site, so the group type cannot be “open.”
  - Members should be encouraged to maintain active CSI membership.
  - The site URL and description must be included in the Chapter Annual Plan and Annual Report.
Site Title and Disclaimer

• The title will include the name of the chapter and Chi Sigma Iota, International:
  ◦ Our Chapter Name of Chi Sigma Iota, International

• The site must include a disclaimer that states:
  ◦ CSI International is not responsible for the content of this site.
Site Description

- Chapters must accurately portray CSI and the chapter’s purpose:
  - “A group for members of the _____ Chapter of Chi Sigma Iota, "the counseling academic and professional honor society international," at _____ University.”
  - “This will be a place for us to post events and share information regarding _____ Chapter of Chi Sigma Iota activities and counseling in general.”
Misuse of Social Networking Sites

- **Sites are for one purpose:**
  - To promote excellence in the profession of counseling through
    - Professional development
    - Leadership
    - Research
    - Scholarship

- **Misuse of sites would include:**
  - Promoting partisan political agendas or promoting single stands on non-consensus social issues
  - Members should be invited to send concerns about misuse of sites to info@csi-net.org
Help with Social Networking Sites

• Social Networking Site Policy
  ◦ The Social Networking Site Policy provides important information and appropriate wording that will help you create a compliant site.
  ◦ Review rubrics are available at the bottom of the policy for major types of social networking sites (Facebook, LinkedIn, Twitter, Google+) and are used to report new sites to CSI Headquarters.

• For questions and additional assistance:
  ◦ Email social.networking@csi-net.org