



Alpha Phi International Web Site Guidelines

Alpha Phi International Fraternity has provided a series of Web site development guidelines that have been designed to assist collegiate and alumnae chapters in creating their own Web sites. Information posted on Web sites must be in good taste and represent Alpha Phi well to anyone who accesses the site. Information published on the Internet is not confidential. Web site designers should ensure that all material on their chapter's Web site is appropriate for any audience.

If you have any questions about setting up a Web site or any comments or questions about these guidelines, please contact the webmaster@alphaphi.org at the Alpha Phi Executive Office.

Why does Alpha Phi need Web site guidelines?

An Alpha Phi site has the potential to reach a wide audience and present a positive image to members and potential members, other Greeks and the general public. These guidelines should ensure that Alpha Phi Web sites contain appropriate material and live up to Alpha Phi standards.

Guidelines for Web site development

Planning the Web site

When developing a Web site, one should keep in mind the purpose of the site. Is it to convey information to members about Alpha Phi or other Greek events? Is the site to be used to attract potential members?

After your chapter has determined the purpose of the site and considered any Panhellenic guidelines for Web sites at your campus or in your community, a skeleton layout should be developed and the following questions should be considered:

1. Does this site serve the intended purpose? If not, change it.
2. Is Alpha Phi represented in good taste? If not, change it.
3. Can any information posted jeopardize the safety and well-being of chapter members? If so, remove it.
4. Does the site include the recommended "dos" and none of the "don'ts" (see below)?

Since your chapter will be represented to anyone who can access the Internet, it is a good idea to present the proposed Web site contents to the executive council/board and/or the whole chapter so they are aware of what will be displayed.

Setting up the Web site

1. All Alpha Phi collegiate and alumnae chapter Web sites should be registered with Alpha Phi International. E-mail webmaster@alphaphi.org with the URL prior to activating your Web site.
2. For the protection of each chapter and its members, all agreements and contracts with private Web site designers or providers should be reviewed by an attorney before they are signed.

Alpha Phi Web site pages should:

1. Provide accurate and current information on the chapter
2. Include the name and e-mail address of a contact person
3. Include general information about Alpha Phi
4. Reflect a positive image of Greek life
5. Link to the Alpha Phi International site

Some content suggestions for Alpha Phi Web site pages may include:

1. A list of chapter or Fraternity events
2. History of your chapter
3. Scholarship information
4. PR material
5. Campus/community events
6. Community service information

Alpha Phi Web site pages should NOT include:

1. References to alcoholic beverages or illegal drugs. This includes those in party photos, T-shirts, event names or beverage containers.
2. Links to commercial sites or other organizations not directly associated with Alpha Phi or NPC (unless approved by Alpha Phi International).
3. Endorsements for products (unless approved by Alpha Phi International).
4. Product advertisements (unless approved by Alpha Phi International).
5. Personal member information (i.e. name, phone number) without her written consent.
6. Information that can jeopardize the safety of any chapter members.
7. Private chapter or Fraternity business.
8. Information on Alpha Phi rituals or ceremonies, including photographs of equipment.
9. Copyrighted material from other sources or trademarks owned by third parties unless authorization has been obtained.