



# Social Media, Brand Standards, and Online Resources

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**#GRLCONVENTION2026**  
**#CAMPGRL #GRLGUIDINGLIGHTS**



## Agenda

**Part One**

**Social Media Guidelines**

**Part Two**

**Brand Standards Manual**

**Part Three**

**Activity: Online Resources**

**Part Four**

**Questions**

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**As a member of Gamma Rho Lambda, you are always a representative of our mission, vision, and brand. This is especially important when you and your fellow chapter, provisional chapter, or interest group members are present at or hosting a public event.”**



**Why is this important?**

# A quick refresher on our social media guidelines

# Alcohol

## Permitted Images

- The member is of age and at a non-sorority function
- The member is of age and at a sorority event with alcohol which follows all applicable Risk Management guidelines
- The member is at an event that is not sponsored or co-sponsored by the sorority, is not attending as a representative of the sorority, and could not conceivably be assumed to be providing any alcohol to any other attendee

## Non-Permitted Images

- The member is at a Rush event
- The member is at an event with multiple members in a way that could be seen as representing GRL
- The member is underage or with underage members in a non-authorized space
- The alcohol is being used in a drinking game

# Nudity

## Permitted Images

- The image is an artistic depiction
- The image is one of breastfeeding
- The image is one of stage work (drag, burlesque, etc)

Note: We do not discriminate against SW/erotic art but suggest that those involved create a private social media account that doesn't mention GRL to connect with clients.

## Non-Permitted Images

- The images are exploitative or posted without permission
- The images are of a minor member
- The images are of a non-member shared without consent on a GRL group or page
- The image violates the ToC of the platform it is posted on

# Drugs

## Permitted Images

- The photograph/image is being used to raise awareness
- The photograph/image is being posted in a closed GRL group

## Non-Permitted Images

- Photographs/images containing illegal drugs or other substances are NOT PERMITTED at any time.
- While we understand that marijuana is legal in several states that house members, because it is still illegal on a federal level, photographs/images of a member engaging with weed/weed paraphernalia are not permitted.

# Other Social Media Guidelines

## Politics!

- We encourage individuals to make political statements, attend rallies, go to protests, and promote legislation and politicians!
- GRL, **as an organization**, cannot support (or denounce) specific political candidates or political campaigns. Therefore, we ask members to not wear letters at political rallies, protests, or major events to protect our 501(c)(3) status.

**Let's look at our new  
Brand Standards  
Manual and branding  
Guidelines!**

# What Is Branding?

## A Message

- Reflecting our standards in all that we do
- “Diversity, Unity, Tolerance, Trust”

## A Connection

- Non-affiliated members see what when they look at us?
- Designing a message we want others to receive

## A Standard

- Branding Standards
- **Single Narrative** across chapters, provisional chapters, Nationals, and with all members

# Submitting Designs for Approval

## Things We Consider

- Consistent standard
- Necessary information is included
- Risk Management Policies

## Pin orders

- Order form is now on our website!

## How to Submit

- Submit to the Design Approval form in the Brand Standards Manual
- Allow 72 hours for a response
- If asked to make changes, please do so promptly and resubmit
  - Allow 48 hours after re-submission for final approval

## ***Yes - Submit for Approval***

### ***Significant Public Representation***

Approval is required for designs that are a significant public representation of GRL.

- **Rush/Recruitment** - All designs for rush/recruitment materials, including flyers and t-shirts.
- **Public Event Flyers** - All flyers (digital or print) for open events such as rush/recruitment, fundraising, Pride Prom, etc.
- **Group Merchandise** - All designs for chapter-wide merchandise, including t-shirts.
- **Intended for Sale** - All designs that are intended to be sold by the chapter for fundraising purposes.

### ***Pushing the Brand Boundaries***

Approval is required for designs and merch that deviate from our brand standards.

- **Unconventional Designs** - Any design that significantly deviates from our brand.
- **Complex Designs** - For complicated designs with many components, it's best to seek approval to ensure brand consistency.
- **Unusual Items** - Any items not listed in the merchandise guidelines.
- **Custom Designs** - Designs with extensive personalization beyond the standard options.
- **Exceptions** - Any design that intentionally diverges from our standards or traditions.

## ***No - Approval Not Required***

### ***Strictly Standard Designs***

Approval is not required for unmistakably branded, simple designs that follow our brand standards.

- Common merchandise items (t-shirts, etc.)
- Classic designs (power letters, standard line jacket, standard grad stole, etc.)
- Custom items for specific individuals or small groups (Big & Little t-shirts)
- General social media content (not advertising an open event)
- Internal materials - documents, slides, etc.

### ***Tabling Trifolds***

Approval is not required for trifold poster board or other handmade tabling displays. These posters are often updated over a period of several years and the content is unique to each Chapter's culture and campus. You should still follow [our recommendations and traditions for rush/recruitment and tabling](#).

***Not Sure? Just ask!***

# Types of Merchandise

## Official

**MUST** be approved by VP of Comm

- Worn by majority of group
- Seen as representative of GRL as a whole

## Exceptions

- Lineage, family, big/little specifics
- Shirts for Convention

## Unofficial

**Does NOT** need to be approved by VP of Comm

- Gifts
- Private events/individual use
- Handmade items

# Respecting Your Letters

- Where to place apparel
  - Never on the ground!
- Gifting/Donating
  - Don't donate or gift anything with GRL Greek letters on it to non-members
  - DO gift to sibs and honorary members
- Pride flags (of any color)
  - Do not place GRL letters, logo, org name, chapter name, etc on the rainbow flag (or any pride flag)!
  - DO incorporate flag colors and symbols in your designs
- Don't forget to dispose of apparel respectfully, or upcycle it!



Questions?

**Test Your Knowledge!**



**What kinds of resources are available to siblings online?**



**Thank You!**

## Contact Info

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