



# 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](http://csi-net.org) > Chapters > Policies



# 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 be linked from the CSI list of chapters to their site.



# 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
    - CSI Chapters may use the logo with permission found at: [csi-net.org](http://csi-net.org) > Chapters > Policies > CSI Logo Request Form



# Chapter Websites

## Creating CSI Complaint Sites



# Creating a Chapter Website

- **Chapter Guidelines**

- Chapters are encouraged to develop websites.
- Chapter sites must be immediately identifiable as a chapter of CSI.
- Chapter pages should “*look*” like the CSI home page and/or sample chapter site
  - Same graphics (logos, banners, colors)
  - Same fonts (types, sizes, colors)



# How do I get that “look”?

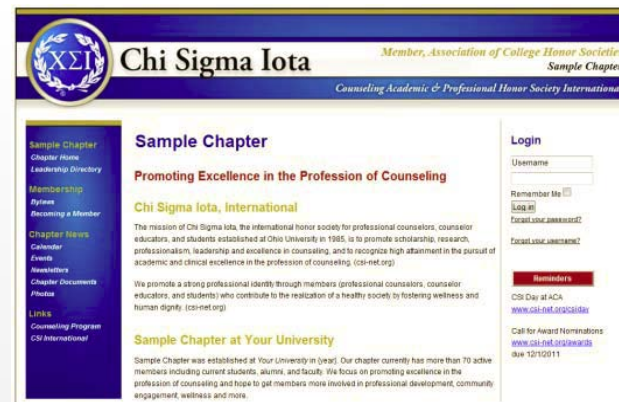
- **CSI will provide:**

- **Template files** for your chapter websites (html or Joomla php).
- **Sample Chapter Website** to help guide the development process and provide approved content and website ideas.  
([sample-chapter.csi-chapters.org](http://sample-chapter.csi-chapters.org)).
- **A Free Place to Host Chapter Websites** that will provide immediate recognition that the chapter is a part of Chi Sigma Iota, International.  
([csi-chapters.org](http://csi-chapters.org))
- **A Free Chapter Email Address** at your chapter subdomain which includes auto forwarding to multiple offsite email addresses.  
(e.g., [info@your-chapter.csi-chapters.org](mailto:info@your-chapter.csi-chapters.org))
- **Chapter Website User Manuals** developed to guide you through creating and uploading your website.  
([main.csi-chapters.org/chapter-user-manuals](http://main.csi-chapters.org/chapter-user-manuals))



# Visit Existing Chapter Websites

- **Examples are always helpful**
  - View [sample-chapter.csi-chapters.org](http://sample-chapter.csi-chapters.org) for a basic template and required pages.
  - Other chapter websites may give you ideas for additional pages and resources. CSI maintains a [List of Chapters](#) that includes approved chapter websites and social networking sites.
    - Links are reviewed regularly for consistency with CSI policies.





# 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.



# Hosting Your Website

- **Csi-chapters.org**

- CSI has provided a free website host for chapters at [csi-chapters.org](http://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 newly developed websites shall host their sites on [csi-chapters.org](http://csi-chapters.org). Chapters with existing websites are encouraged to move their websites to [csi-chapters.org](http://csi-chapters.org) (will be required by April 2013) to receive technical support as chapter webmasters transition.



# Gaining Approval of Chapter Websites

- Review the [CSI Chapter Website Policy](#)
  - Create your chapter website using the approved template files provided by CSI.
  - Download the Chapter Website Pre-Submission Review [Rubric](#).
  - Review each item in the Rubric and check whether it has been addressed. Any exceptions to the items must be documented under the Comments column. State why that item was not or could not be addressed in developing your website.
  - When the Rubric is complete, send it as an attachment with the URL for your chapter website to [webadministrator@csi-net.org](mailto:webadministrator@csi-net.org).
  - Once approved, CSI will add a link to your chapter website from the List of Chapters at [csi-net.org](http://csi-net.org).



# Identifying Your Site online

- **Identify Your Chapter**

- On every page in the chapter website it must be clear that this is a chapter of Chi Sigma Iota and not Chi Sigma Iota itself.
- The title in the html code must specify that this page is for your chapter of Chi Sigma Iota
  - e.g., “Upsilon Gamma Delta Chapter of Chi Sigma”
- Chapters shall have a website URL as follows:
  - `your-chapter-name.csi-chapters.org` (csi-chapters.org)
  - `csi-your-chapter-name.org` (outside server)



# Updating your Chapter Website

- **What cannot be changed?**

- Main page and CSI Mission

- Chapters may add their chapter mission below the CSI mission on the main page. See the [CSI Policy on Internet Plagiarism](#).

- Membership criteria

- Chapters should use the exact wording in the [sample-chapter website](#). This is automatically included in the Joomla php installation.

- CSI Chapter Bylaws

- Once approved by CSI, the bylaws should be included as approved.

- **What can be changed?**

- The names and contact information of Chapter leaders.

- Photos, awards, activities, calendar items, etc...

- Additional menu items and pages may be added as long as they are consistent with [CSI policies](#).



# Help with Chapter Websites

- **Developing a Chapter Website**
  - When you request a website template from the CSI Web Administrator, you will be provided with all the necessary template files and resources.
- **For questions and additional assistance**
  - [webadministrator@csi-net.org](mailto: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 XXX Chapter of Chi Sigma Iota, "the counseling academic and professional honor society international," at XXX University.”
  - “This will be a place for us to post events and share information regarding XXX 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
  - Promoting single stands on non-consensus social issues
  - Concerns about misuse of sites should be directed to [info@csi-net.org](mailto: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.
- **For questions and additional assistance**
  - [web\\_resources@csi-net.org](mailto:web_resources@csi-net.org)