



Social Media Responsibility: Conversation Starter

The continual development of social media apps creates an ongoing wave of new ways to connect. These technological advances allow us to chat in small or large groups on GroupMe, manage events on Facebook, share real-time life events using Instagram Live or Snapchat, and pay others instantly via Venmo. These tools can be fun and creative ways to connect quickly, communicate effectively and engage actively with others.

However, the power of these apps requires us to think about our posts and the potential impact that can come from the simple touch of a button.

Discussion Questions:

- In what ways can social media use positively impact individuals?
- In what ways can social media use negatively impact individuals?
- In what ways can social media use positively impact our chapter?
- How might inappropriate posts shared outside the intended viewers negatively impact the chapter?

Activity:

Pull out your phone and look at your most recent GroupMe conversations, Snapchat stories, Facebook or Instagram posts. What would strangers think of you if they could see your phone? Would they think your posts represent the person you believe yourself to be? Would they think you are part of a chapter that upholds the values of Zeta Tau Alpha? Would they believe you strive to “Seek the Noblest?”

Reflection Questions:

- Be honest with yourself. Do you always use social media sites and apps responsibly? What habits might you need to change?
- What can we do as a chapter to build a positive social media presence that reflects ZTA’s values?

