

# SOCIAL MEDIA RESPONSIBILITY

## CONVERSATION STARTER

With the continued development of apps there are constantly new ways to connect with others. These technological advances have provided ways for people to share real-time life events using TikTok, chat in small or large groups on GroupMe or Snapchat, and pay others instantly via Venmo. These tools can be fun and creative ways to engage with others and efficiently communicate. However, these ever-popular ways to connect quickly and to a large audience require us to think about the posts and their potential impact that results from the simple touch of a button.

### DISCUSSION QUESTIONS

- In what ways can using social media positively or negatively impact individuals?
- In what ways can using social media positively or negatively impact the chapter?
- How might inappropriate posts that are shared outside of the intended viewers impact the chapter?

### ACTIVITY

Pull out your phone and look at your last few conversations on GroupMe, your Snapchat story, your videos on TikTok or Instagram, etc. What would a stranger think of those posts if you showed them? Would they think your posts represent the person you believe yourself to be? Would they think you are part of a chapter that carries the Values of Zeta Tau Alpha and “Seek(s) the Noblest”?

### REFLECTION QUESTIONS

- What can you do to use social media sites and apps responsibly?
- How can you build a positive social media presence that reflects your values and the chapter’s values?