



**Alpha Kappa Alpha Sorority, Inc.<sup>®</sup>**  
*Theta Rho Omega Chapter*

# **Communications Committee Consolidated Guidance Document**



**Second Edition 2023**

**2025-2026**  
**COMMUNICATIONS COMMITTEE**

**Soror Stephanie L. Ivey**  
Basileus

**Soror Carolyn Levystein**  
Anti-Basileus

**Soror Lolita Liggons**  
Chairman

**Soror Gabrielle Hayes**  
Protocol

**Soror Vanessa Vavasseur**  
Technology

**Soror Tondalaya Lloyd**  
Public Relations



# Alpha Kappa Alpha Sorority, Inc.®

## Theta Rho Omega Chapter

### Communications Committee Consolidated Guidance Document



This document contains consolidated guidance on branding, written correspondence, electronic communications, display of pictures on the Theta Rho Omega (TRO) chapter public websites. The communications team includes representatives from Public Relations, Technology, and Protocol.

### **Branding**

- Refer to the Alpha Kappa Alpha Sorority, Incorporated® Brand Guidelines in the Members-only section of the international website ([www.aka1908.com](http://www.aka1908.com)) for details regarding messaging, fonts, colors, symbols, logos, and photography. The official colors are Salmon pink and Apple green. Georgia and Montserrat are the recommended fonts.
- External graphics for posting to TRO Chapter social media sites should be created using the graphics template provided by the TRO Chapter Communications Committee.

### **Written Correspondence and Electronic Communication**

- The Basileus must approve correspondence before mailing. Electronic communication (including flyers) is subject to the same approval process as written correspondence. Final content and stylistic changes for all written and electronic correspondence are at the discretion of the Basileus.
- Initiative and Committee Chairmen must submit proposed communication materials to the Anti-Basileus for approval prior to submitting to the Communications Committee.
- The Communications Committee will review all correspondence for public release to ensure compliance with Sorority guidelines. Once approved by the Communications Committee, the Communications Committee Chairman will submit the correspondence to the Basileus for final review, edits (as necessary), and approval. Once the Basileus approves, the Communications Committee Chairman will submit the correspondence to the Corporate Office to request permission for use. The correspondence can only be sent once Corporate Office permission is obtained.
- As the lead community face of TRO Chapter, the Basileus' name and title must be included on all publicly-released flyers and social media graphics.
- Keeping the Basileus aware and informed of community programs and events is a matter of protocol and a form of respect. The Basileus should be informed about the program/event as part of the planning process for all public or community-facing events and should be invited to bring greetings from the chapter during the program/event. The Basileus may forego the opportunity and select a designee in her stead.
- Official Sorority stationary should be used for chapter correspondence.

- The Basileus must sign all correspondence before mailing. Additional signature(s) may be needed depending upon the nature of the correspondence.
- Communication to the Chapter should only come from the Basileus or her designee. Do not send email communication to the entire chapter without the Basileus' approval.
- Chapter names should follow Alpha Kappa Alpha Sorority, Incorporated®, when listed.  
Example:  
Alpha Kappa Alpha Sorority, Incorporated®  
Theta Rho Omega Chapter
- Sorors should use and refer to the Soror Code of Ethics as a guide for conduct when interacting face-to-face, corresponding in any written form, videotaping or recording and when using any form of electronic media (e.g., Facebook, Twitter, Blogs, LinkedIn, etc.)
- The official version of Alpha Kappa Alpha Sorority, Incorporated® symbols can be obtained by the Basileus from the Corporate Office. Only the official version of the Coat of Arms (shield), the Ivy Leaf Crest, and the administration's seal should be used when creating chapter correspondence, written communication, reports, programs, flyers or the like. Refer to AKA Brand Guidelines for instructions on the use of symbols.
- The Coat of Arms and The Ivy Leaf Crest are trademarked symbols of Alpha Kappa Alpha Sorority, Incorporated®.
- Please adhere to the new Social Media Policy Guidelines and Guidelines for Alpha Kappa Alpha Web Presence set forth by the International Technology Committee regarding chapter and individual websites that contain any reference to Alpha Kappa Alpha Sorority, Incorporated®. Particular care should be taken in reference to use of official Alpha Kappa Alpha symbols and logos in relation to non-official symbols.
- Permission for the use of community-based brands/logos on our chapter written correspondence and electronic communications will be determined on a case-by-case basis subject to approval of the Basileus.
- The use of Chairman, Chairmen, or Chair is appropriate in verbal or written communications.
- Non-Greek Titles should be used in official public documents.
  - President – Basileus
  - Vice President – Anti-Basileus
  - Secretary - Grammateus
  - Corresponding Secretary – Epistoleus
  - Financial Secretary – Pecunious Grammateus
  - Treasurer – Tamiouchos
  - Greeter or Hostess – Hodegos
  - Keeper of the Door – Philacter
- “Soror” is not capitalized when used within text. “Soror(s)” is capitalized in text when addressing a Soror. (e.g. We asked Soror Mildred to assist visiting sorors at the meeting.)

- The use of “Soror Dr.” or “Dr. Soror” is not appropriate. Use “Soror” or “Dr.” separately.
- Place the apostrophe in “Founders’ Day” after the “s” to denote the plural.
- Capitalize specialized AKA terminology, such as Founder, Directorate, Supreme Basileus, and Executive Director.
- When Chapter is hosting public events, the following format should be utilized when emailing participants:

Greetings from Alpha Kappa Alpha Sorority, Inc.®, Theta Rho Omega Chapter!

Thank you for RSVPing to join us in The Ivy Room for [event] on [Day], [Month] [Date], 202# at [time]. [Insert other relevant details about the event.]

We look forward to seeing you soon!

Sincerely,

Shanee Levesque, President  
 First name Last name, [Initiative] Chairman

### **Website Event Picture Posting Procedures**

- Pictures posted to all TRO websites must be approved by the Basileus.
- The Basileus will be updated as to the corporate requirements regarding the posting of photographs and, in particular, the use of the Media Release Agreement for an Adult or Media Release Form for Minor.
- Each Committee Chairman will be provided with the Technology Website Procedures and the Media Release Agreement for an Adult and Media Release Form for Minor.
- As committees take pictures during their events, they are encouraged to also include the public, if so desired.
- If non-sorors are included in your photographs and you would like the pictures posted in the public area of our website, it is the committee’s responsibility to obtain a signed Media Release Agreement for an Adult or Media Release Form for Minor from each non-soror appearing in the picture. A copy of the forms can be emailed to you by a member of the Technology committee or obtained from the Members Only section on our website.
- For any and all minors appearing in pictures, parents must complete the Media Release Form for Minor.
- Each submitted picture must also have an attached caption or description of the event; one sentence is sufficient, such as the Initiative Name and the name of the event.

- No later than one week after an event, a committee interested in publishing their public pictures should coordinate with the Ivy Leaf Reporter; per the web guidelines, the Ivy Leaf Reporter is to coordinate the process. Coordination will center upon the public pictures and eMedia Release Agreement for an Adult or Media Release Form for Minor.
- After attaching a caption or description of the event to each picture, all pictures and supporting documents will be submitted by the committee chairman to the Anti-Basileus and Basileus for approval.
- When approved by the Basileus, the photographs and copies of the signed Media Release Agreement for an Adult or Media Release Form for Minor will be forwarded to the Technology Committee Chairman.
- The Technology Committee will select which pictures to post based on volume of pictures
- Posting will occur on the Theta Rho Omega public website and/or various chapter social mediums, as determined by the Technology Committee.
- Pictures will remain posted for one month.

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*Resources:*

- *Alpha Kappa Alpha Sorority, Incorporated® Brand Guide*
- *Alpha Kappa Alpha Sorority, Incorporated® Social Media Policy Guidelines and Guidelines for Web Presence*
- *Alpha Kappa Alpha Sorority, Incorporated® Public Relations and Communications Manual*
- *Alpha Kappa Alpha Sorority, Incorporated® Soror Code of Ethics*

## Media Release Agreement for an Adult

I hereby irrevocably consent without royalty or other compensation of any kind, to the use, for any lawful purpose, by **Theta Rho Omega Chapter** of my name, voice and any portraits, likeness, pictures, images, video, film and photographs of me (hereinafter "Images") taken by or on behalf of **Theta Rho Omega Chapter** and reproductions of the same in any form, in any medium, including on the World Wide Web, hereby releasing **Theta Rho Omega Chapter** from all liability arising from use of Image including what I might deem misrepresentation of me by virtue of distortion, optical illusions or faulty mechanical reproductions. I agree that all such Images whether plates, transparencies, negatives, film, video, audio, electronic, digital, and/or any medium now or hereafter utilized shall remain the property of **Theta Rho Omega Chapter**. All copyrights in Images shall belong to **Theta Rho Omega Chapter** and if requested, I will execute any additional agreements to evidence these rights. I further agree to the use of statements made by me about **Theta Rho Omega Chapter** and its various service projects and programs. I acknowledge that this release constitutes the entire understanding with the above parties, all prior understandings, if any, being merged herein.

Signed \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

Witness (*Theta Rho Omega Chapter Member*) \_\_\_\_\_

Date \_\_\_\_\_

## Media Release Form for Minor

As you may be aware, **Theta Rho Omega Chapter** maintains a website that contains information about the chapter's service projects and programs. From time to time, we may videotape or photograph the chapter's service projects and programs. For the photo(s) or video(s) of someone under the age of 18 to appear on our web page or in a television broadcast, we must obtain written permission.

Your child will not be identified by name in photos published on the web or broadcast on television. Personal information about your child is never posted nor is information indicating the physical location of your child at any given time other than general participation information about an activity/event at a particular chapter program or service project.

Please sign below to allow your child to be part of these good news stories about our chapter program(s) or service project(s). I give permission for my child's picture, voice, or work to appear in television broadcasts, video, photos, and/or on the **Theta Rho Omega Chapter's** website. I understand that information broadcast on television and/or published on **Theta Rho Omega Chapter's** website may be accessed by the general public at any time.

Child's Name \_\_\_\_\_

SIGNATURE OF PARENT/GUARDIAN \_\_\_\_\_

DATE \_\_\_\_\_