



IOTA PHI LAMBDA SORORITY, INC.

"Business and Professional Women: Furthering The Dream of Economic Independence"

FOR IMMEDIATE RELEASE

National Board Approves Iota Phi Lambda Sorority, Inc. to Establish an Official Facebook Page to Increase Visibility & Communication with its Membership & the General Public

WASHINGTON, D.C. – January 23, 2016 – Thursday, January 21st, the National Board of Iota Phi Lambda Sorority, Inc. while meeting for its annual Winter Board meeting, approved plans to establish an official Iota Facebook page. The purpose of the new Facebook page is to increase awareness of the organization, increase communication to the membership, as well as to increase visibility of Iota's programs and projects being executed by the five different regions, especially Business Month.

Due to Facebook policy and guidelines, a personal page was required to be created in order for an organizational page to be established. Therefore, a personal page was created on Saturday, January 23rd named S.D. Dilworth. Please note that this will not be the active page of communication between the board and its membership. An Organizational page named Iota Phi Lambda Sorority, Inc. has been created with the language stating that it is the *"Official Facebook page of Iota Phi Lambda Sorority, Inc. sponsored by the National board"*. This is the public page, therefore members, auxiliary members, affiliates, and supporters are encouraged to 'Like Us'. In addition, a 'Closed Group' called Iota Phi Lambda Sorority, Inc. (Financial Members Only). This page will also be used to communicate certain membership activities amongst these members in addition to the organization's traditional means of communicating messages.

Security is of importance and the Facebook page has been established with certain restrictions, such as those approved as a Friends through the personal page will not be allowed to comment in the Timeline of the page in an effort to retain consistency in content of information provided and messages disseminated from the National Board and Executive Office. If members throughout the different regions have events or activities that they would like the membership notified of email executive.director@iota1929.org for dissemination.

"Iota aims to grow and wants to use Facebook in a responsible, secure, and safe manner," Madam National President Stephanie Dilworth said. Find us on Facebook:

Iota Phi Lambda Sorority, Inc. – Facebook Organizational page
<https://www.facebook.com/Iota-Phi-Lambda-Sorority-Inc-145055865873448/?ref=hl>

The National Board advises that any other pages using the name Iota Phi Lambda Sorority, Inc. on any social media and/or variation of the organization's name has not been authorized by the national board. Therefore, it is not the board's responsibility. Members are requested to communicate to the board and its Executive Office any abuse of the organization's name so that action may be taken when necessary.

For more information please e-mail at executive.director@iota1929.org and/or iotahq1@gmail.com.

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