

*****DID YOU KNOW*****

Okay so boom.

I was minding my business, scrolling on social media like a responsible adult, when I see this group of women posted up in matching pink, laughing like they just inherited oil money. I zoomed in. I zoomed out. I zoomed back in again.

Because why are they glowing like that? One of them posted, “Sisterhood hits different.”

Now listen. I have friends. Real friends. We brunch. We text. We send memes. But these women? They weren’t just posting cute pictures. They were posting community service. They were posting business shout-outs. They were posting voter registration reminders. They were posting “proud of my Soror” every other day like LinkedIn with lip gloss.

And I got nosy.

I clicked the profile. Then I clicked another one. Then another. Every page looked like leadership, service, networking, and soft glam. I said, “Wait a minute... why do they all look booked, busy, and blessed?”

Meanwhile I’m over here reposting inspirational quotes and calling it impact.

That’s when it hit me. Maybe it’s not just the matching outfits. Maybe it’s not just the photos.

Maybe they know something I don’t. So, before I kept double tapping and pretending, I wasn’t curious... I asked myself:

Because baby... scrolling is free. But growth? That requires showing up.

Posting isn’t just posting anymore. It’s visibility, influence, and invitation.

DID YOU KNOW?

Instructions: Choose the best answer for each question.

Social media recruitment works best when your page is:

- A. Private and mysterious
 - B. Consistent, authentic, and aligned with your values
 - C. Random but cute
 - D. Only active during Rush week
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When someone sees your sorority post and sends an inquiry, that usually means:

- A. They were bored
 - B. The algorithm glitched
 - C. Your content sparked curiosity and connection
 - D. They clicked by accident
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Posting about service, leadership, and sisterhood helps recruitment because:

- A. It shows depth beyond aesthetics
 - B. It builds credibility
 - C. It allows potential members to see themselves in the organization
 - D. All of the above
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The most powerful recruitment posts are:

- A. Perfectly filtered but impersonal
 - B. Honest, engaging, and reflective of real experiences
 - C. Copied from another chapter
 - D. Posted once and never again
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Your personal social media page contributes to recruitment when:

- A. You represent the brand positively
- B. You share impact and involvement
- C. You engage respectfully online
- D. All of the above