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## ALPHA SIGMA PHI

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## RECRUITMENT, MARKETING & STRATEGY

Marketing and recruitment go hand in hand. Or at least they should. If you don't know where to start the key to successful external relations is to design your marketing to BRING PEOPLE TO YOU, not GET YOUR NAME OUT THERE. Those are two very different objectives. When you have more brains than money, make recruitment and marketing about personal interactions and the steps between to get you to those interactions. Use your social platforms to share the collective voice of the chapter, get people excited about upcoming events, and to celebrate chapter and member achievements. Here are some of the things your chapter social media should be working to achieve:

### TELL A STORY

Create a single, emotional, powerfully written statement and 3 supporting "talking points." This should be the heart of your marketing, and all messaging should grow from this core narrative. It should be what makes your chapter unique, NOT something basic like, "leadership, scholarship, service, brotherhood."

### BUILD RELATIONSHIPS

The only way we change people's minds about us is through real life relationships. All our external relations work should be focused on creating positive opportunities for face-to-face relationship building or reinforcing positive past experiences.

### EARN TRUST

The VP of Communications deals in social currency, and the currency of fraternity/sorority is TRUST. Nobody will join, advocate for, or support your organization without trust. A negative reputation of fraternity tends to precede us, so we must do everything we can to fill our bucket with the social currency of other people trusting us if we want to be good at our job.

### DRIVE LEADS

Great marketing and advertising by fraternities and sororities is aimed at the right audience of prospective members (and the people who influence them) and tries to get one thing to happen – it tries to get high quality prospects to share their name, contact information, and ideally a time to meet up in person. [Promoted posts](#) can be a huge asset to get your message in front of people who do not already follow your chapter. Customize your target audience on Instagram by age, gender, interests, and even location.

### DID YOU KNOW?

In a [recent study](#), 91% of respondents said they were "interested in an organization on campus about high moral development, human connection, leadership, and making a positive impact on the world." Where we lose people is in the messaging of "Go Greek," large tables covered in letters most people don't understand, and simply blasting people with your rush schedule rather than developing customized messages with the goal of building deep and genuine connections with fellow students.

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When considering what or how often you should be posting, your aim should be to post at least once a week. These posts can be about a wide range of things such as:

- Member highlights and biographies through [stories](#) and [posts](#)
- Photos from previous decades and the early years of your chapter
- Re-sharing news and holiday celebrations from the [Fraternity Headquarters account](#).
- Upcoming or recent events such as brotherhood events, recruitment, sporting events, campus traditions such as homecoming, etc.
- Pictures of campus with captions about things going on around campus outside of your chapter such as sports, breaks from classes, first/last day, etc.

The best social media brands have a healthy mix of frequency and timeliness...

- **Frequent** posts are easy, but effective. A social media brand who posts frequently will simply gain more traction than a social media brand who posts less than once a week, especially if you're tagging, hashtag-ing. It is completely acceptable for frequent posts to lean more on the formal side to include graphic elements that are not always a picture. Do not mistake formal for boring, however. Formal posts can include details about upcoming events and how people can best connect with your chapter.
- A **timely** post, however, may take more creativity to accomplish, but will be well received by your audience. A timely post could relate to something that has very recently happened on campus or in your immediate community. A timely post could also be a creative way for you to tie your brand in with a popular brand like a movie that has just come out or a sports team who just won a championship. Timely posts are most likely your most viral posts.

Successful social media brands find their niche and show **personality**...

- Timely posts give you opportunities to show a little personality in your content. This lightens the mood of your posts and ultimately makes your account more enjoyable to follow. Posts that share the story of what is going on in your chapter and engaging with other chapter's stories and commenting on their posts help show that there

### KNOWLEDGE OF DEMOGRAPHICS

Knowing who is looking at your content allows you to determine your approach, and ultimately, what to post. Identify who are the 3 to 5 largest groupings of your followers? Maybe its alumni, other student organizations, active brothers, and other students. Think about how those groups will interact differently with different types of content and work to bring as many of them as possible into the story you are sharing through social media.