



ALPHA SIGMA PHI

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SOCIAL MEDIA PROSPECTING

WHERE TO START: INSTAGRAM/FACEBOOK/TIKTOK/GROUPME

Goal: Generate as much interest as possible through social media platforms.

“Class of 20..., etc.” Pages & Groups (Facebook/Instagram/GroupMe)

University Accounts (All)

- University Sports
- Cheering Section/ Fan Base Accounts
- Residential Housing
- Intramurals
- Summer Orientation
- Book buy back/ Rideshare
- Parents (advertise scholarships)

Hashtags/ Locations (Instagram/Twitter)

- Freshman Dorms/ key campus locations
- Summer Orientation
- Fan/ Campus

Utilize Spiderweb Approach (Facebook/Instagram)

- Recent followers/ following of PNMs

OBJECTIVES AND PROCESS

Message every male student you can find

- Don't judge off profile (obvious exceptions)
- Check for affiliation
- Responses will vary – have templated messages & replies ready (approved by Matt Humberger)
 - “No” never really means no – a response creates possibility

Spark Interest & build connection

- Find Common Interest
- Respond Timely & Ask Questions (get to know)

Overview of Opportunity – have templated overview

Key is to set up a zoom (10-15 minutes)

- Social media is conduit to Zoom – Zoom is KEY.
- Ideally 3-5 messages to set up brief zoom.

Mutual Interest? Add to Interest Group

- Pre-close/Bid and add to GroupMe/Facebook Page
- Have them introduce themselves – help connect with others in group
- If regionally available – help coordinate summer meet ups



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