



DELTA UPSILON

INTERNATIONAL FRATERNITY

RECRUITMENT SOCIAL MEDIA GUIDE

Utilizing social media is a great way to market your chapter year-round, especially when thinking about member recruitment. Your chapter social media accounts are one of the first places a potential new member or parent is going to look when learning more about the fraternities on campus. It also builds the DU brand and reputation among others on campus, which can favorably affect your recruitment efforts.

In this guide, we will provide you with tips and best practices for managing your chapter social media account(s). You can also find [customizable post templates created in Canva](#) that your chapter can use should you need graphic design assistance. Your own social media team can also use them as inspiration for posts they design themselves.

We understand that your chapter may have separate recruitment and social media teams. That is ok! Recruitment is truly a group effort. Make sure everyone involved in social media, recruitment and marketing are on the same page, know where to access resources, and plan your social media calendars accordingly.

Before we do a deep dive into various tips/best practices, the following list is the most important thing we want you to understand and take from this guide. If your chapter follows these simple things, you will be sharing the Delta Upsilon story to your audience and helping them understand why they should join.

TOP SOCIAL MEDIA TIPS

1. Make sure your account is public. Ideally it is set up as a business account so you can access business features/analytics. (For Facebook and Instagram)
2. Post to the account AT LEAST twice per week. (The more the better.)
3. Make sure to post to both your feed and your story. (For Facebook and Instagram) Stories can get more views but go away after 24 hours. Someone new to your account is going to look at your feed for more information. Even if you use Story Highlights on Instagram, having recent and frequent feed posts gives them something to look back on in order to learn more about you.
4. Engage with others. Like and comment on other's posts, as well as comments on your own posts. Check and respond to your DMs. Social media algorithms are ever-changing, but they always take into account how much you engage with others.
5. Show people what it's like to be a member of your chapter. Post pictures from your events and highlight your current members.

SOCIAL MEDIA ACCOUNT BASICS

Your chapter's social media is the best place to tell your chapter's story all year long. In other recruitment resources and programs, you may have heard the term "365 Recruitment." That means recruitment happens every day of the year, not just during your campus' designated recruitment weeks. Your chapter and members should be continuously marketing the Delta Upsilon experience and engaging with potential new members (PNMs). This doesn't mean you have to set a recruitment table up every day on campus. All of your activities promote DU membership, and your social media accounts is where you can highlight that.

1. It is at your chapter's discretion which social media accounts it uses, but it should have **at least one public account**.
 - a. Instagram is the ideal platform to current and perspective college students because of its features, functionality and user demographics.
 - b. If your chapter believes it can have an active presence on other social media accounts (Facebook, X, Threads, TikTok, etc.), great! If you do not believe your chapter will create engaging content or connect with others via a particular social media platform, it's ok not to have an account there.
2. **Your public account should market the chapter and membership in Delta Upsilon.** View this account as if you were a business or nonprofit. Here, you are selling the DU experience. You are sharing information about DU, your chapter, your members and your activities in hopes that someone will "buy-in" or recommend you to others.
 - a. Many chapters have private accounts, groups or pages for members only where important chapter updates are shared. (Calendars, reminders, meeting minutes, etc.) Those accounts are great. But you should also have a public account for the purpose of marketing.
3. **Use the same handle, if possible, across all of your social media accounts** (if you have accounts on multiple platforms). One, it's easier to remember only one handle. Two, it makes tagging and sharing across platforms much easier.
4. **Set up accounts as business accounts/pages.** This will allow you to access tools not found with personal accounts, such as analytics and the ability to create ads or boost posts.
5. **Keep your logos and bios clean and simple.**
 - a. The logo in your profile photo should be easy to read and be recognizable.
 - b. Utilize Linktree (<https://linktr.ee>) as the URL in your bio so you can provide easy access to links like a member interest form, other social media accounts, a recruitment video, the DU website, etc.

POSTING 101

For your chapter's social media marketing to be successful, you need to post regularly and engage with others. (See Engagement 101 below.) The platforms' algorithms are constantly changing, but one constant is that **the more you post and engage, the more you get seen**.

1. **Post to the account AT LEAST twice per week.** If you can post more often, great!
2. Make sure to **post to both your feed and your story.** (For Facebook and Instagram)
 - a. Stories can get more views but go away after 24 hours. Someone new to your account is going to look at your feed for more information. Even if you use Story Highlights on Instagram, having recent and frequent feed posts gives them something to look back on in order to learn more about you.
 - b. Image sizes for feeds and stories are different. You can create two different versions of the same graphic/image. OR you can post to your feed first, then share that post to your story.
 - i. Ideal sizes for Instagram and Facebook (as of December 2023).

1. Feed images/videos
 - a. Square – 1080 x 1080 pixels (1:1 aspect ratio)
 - b. Landscape Rectangle – 1080 x 608 pixels (1.91:1 aspect ratio)
 - c. Portrait Rectangle – 1080 x 1350 pixels (4:5 aspect ratio)
2. Story images/videos
 - a. 1080 x 1920 pixels (9:16 aspect ratio)
3. **Utilize Story Highlights on Instagram.**
 - a. Highlights allow you to organize and save your Stories to your feed. They are a great way for you to direct page visitors to the types of information you want them to see.
 - i. Examples of Highlights your chapter can use:
 1. Service
 2. Philanthropy (could be general, or if you have a big event every year, it could use that event name)
 3. About DU (Stories that tell the history of DU and info about our Principles, programs, etc.)
 4. Member Spotlights (could be broken down further into separate Highlights for New Members, Executive Board, Seniors, etc.)
 5. Recruitment (Stories about recruitment events and benefits of membership)
 - b. You can have unlimited Story Highlights, but each Highlight is capped at having 100 Stories saved to them. Once you hit 100 and try to add more, the oldest saved story will be deleted.
4. **Use photographs as much as possible.** People join people, so they want to actually see those who would be a part of the chapter with them!
 - a. Graphics are great to give event details and to share information (like promos for recruitment or philanthropy events, as well as informational posts about DU's history and Principles). However, make sure your feed isn't just these types of posts. People want to see real faces.
5. **Use a friendly, welcoming tone for captions.** Don't be too formal. We want to excite people and bring them in to join us.

POST IDEAS

1. **Highlight your chapter's activities.** A big part of recruitment is showing people the experience they would have if they join. Show them what the experience will be like.
 - a. Don't just highlight big events. Also post about activities like chapter meetings, hangouts to watch the big game, study tables, etc. If there are things you expect chapter members to do (like going to chapter meetings), show those things. They may not be glamorous, but people should know what they are signing up for. You don't have to post about it every week, a few times a year will work.
 - b. If you created a graphic to promote an event, that's a great sign you should also post a photograph of your members at that event. (If it was important enough to promote, it's important enough to photograph.)
2. Posts explaining Four Founding Principles
 - a. Use DU's [Canva templates](#) or create your own.
3. Posts explaining what non-secrecy is/why it's important
 - a. Use DU's [Canva templates](#) or create your own.
4. Posts with brief DU history
 - a. Use DU's [Canva templates](#) or create your own.
5. Posts about DU educational programs
 - a. Use DU's [Canva templates](#) or create your own.

- b. Share posts about programs from IHQ
 - c. Share photos of your members at DU's programs.
- 6. Testimonials
 - a. Why members decided to join
 - b. Quotes/photos from chapter alumni about what the DU experience meant to them/how it prepared them for life.
- 7. Highlight prominent DU alumni
 - a. Use DU's [Canva templates](#) or create your own.
- 8. Share posts from IHQ and other chapters (make sure to tag the other chapter if sharing their content)
 - a. Holiday posts from IHQ
 - b. Flag photos
- 9. Share content from your college/university
 - a. Examples:
 - i. If there is a big campus event, share posts about it (Homecoming, big guest speaker, etc.)
 - ii. Share posts to your Story about big athletic wins (shows we're excited to be a part of campus and sharing popular content helps us get seen)
 - iii. If there is an organization on campus doing/promoting something tied to one of DU's Four Founding Principles
 - 1. Example: A service group on campus may share a list of upcoming service opportunities. We can share it because it ties to our beliefs and can help us build more campus relationships.
- 10. Founders Day stories for other fraternities/sororities on campus.
 - a. Could be inter/national Founders Day or local Founders Day.
- 11. Share content from your members, if appropriate (particularly good for Instagram Stories).
 - a. At a chapter event
 - b. Hanging out with other members
 - c. At a sporting event
 - d. At a fraternity/sorority philanthropy event
 - e. At a campus function (even if not DU related)

ENGAGEMENT 101

What you post to your social media accounts is important, but it is also important to engage with others. Engagement (commenting, liking, DMing, sharing, etc.) factors into social media algorithms, helping your posts get seen. It also helps you build community and rapport with your followers—and that is always a good thing. It can also help with recruitment lead generation.

- 1. Follow all of your chapter members and like, comment and share their content when appropriate.
 - a. Encourage your members to post pictures with DU hashtags and tag the IHQ and chapter account.
- 2. Follow all other fraternities and sororities on campus, as well as councils like IFC, Panhellenic, NPHC and any multi-cultural councils. Like, comment and share their content when appropriate.
 - a. Examples:
 - i. If they recently hosted an event, comment “Great event!” or post a few appropriate emojis.
 - ii. Wish other chapters a Happy Founders Day (inter/national or local Founders Days)
- 3. Follow major campus accounts/pages and like, comment and share their content when appropriate.

- a. Main university account/page
- b. Admissions account/page (if there is one)
- c. Athletics accounts/pages
- d. Class of [Year] pages
- e. Examples:
 - i. Repost about major sports wins or events to your Story.
 - ii. If the university posts about a prospective student weekend, comment on it from the chapter account welcoming everyone and sharing why you love campus.
 1. **Lead Generation** – Look to see who else is liking or commenting on these posts. It can help you find potential new members that you can follow and engage with.
 - iii. Follow and use major campus hashtags (if applicable)
 1. **Lead Generation** – Prospective and current students may be searching these hashtags. When you use them on your posts, it helps your content be found by PNMs. Conversely, when you follow these hashtags, you can find PNMs to follow and engage with.
 - iv. Join/follow accounts/pages/groups for incoming member classes.
 1. **Lead Generation** – Here, students are able to introduce themselves to their new classmates. Like, comment, follow and DM individuals when appropriate.

DIRECT MESSAGES

Direct Messages are a great way to connect with a PNM, especially if you found them through one of the Lead Generation tactics listed above or through a names list provided by IFC or your own tabling session(s). Follow these simple tips to maximize your DM efforts and prevent being marked by the platform as spam. (These tips go for both chapter and personal accounts.)

1. Try following the PNM first, then DM once they accept the follow and/or follow back. Instagram is less likely to flag the DM as spam when you're connected.
2. Only DM a few people per day.
3. Space your DMs out throughout the day. Sending DMs to multiple people in a short period of time looks like spam.
4. Make sure your DMs are worded differently. When it's a copy and paste, it looks like spam.
5. Don't be afraid to comment on a post instead of DMing if you aren't already connected.