



DELTA TAU DELTA

SOCIAL MEDIA GUIDE

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INTRODUCTION

In this time of rapid dissemination of information and evolving online engagement, only having a chapter website will not cut it. If you do not active on popular social media platforms for your chapter where followers and fans can interact and engage, you are missing out on connecting with your campus community. Social media has revolutionized the way we think, share information, build brands and connect with others, which makes it essential for each chapter of Delta Tau Delta to establish and maintain a positive social media presence to further grow and advance the brand of Delta Tau Delta as a values-based organization.

On that note, each chapter's social media presence, along with each individual brother's social media presence, must always be a reflection of the Fraternity's mission and values. Once you create a social media site, whether for your personal use or to represent the chapter, anyone is able to see the page, including the media, other Greek organizations, university personnel, potential new members, potential employers and parents. You are always wearing your letters, and that fact does not change once you are behind a computer screen.

KNOW THE HASHTAGS

It's always good when others can like what you post. When posting about your chapter let the central office and other chapters know what you're doing by using these common Delt hashtags. If you use these hashtags, there is a good chance your chapter could get reposted by the Central Office account.

#DELTATAUDELT

#RAHDELT

#DELTSFORJDRF

#ΔΤΔ

#GODELT

FOLLOW THE FRATERNITY

Stay in the know! The Fraternity is always posting about undergraduate experiences and leadership opportunities as well as stories about alumni and chapter news. Follow the pages below to the pages below stay in touch with everything the happening within the Fraternity.



<https://www.facebook.com/DeltaTauDeltaFraternity/>



@deltataudelta



@delta_tau_delta

THREE STEP APPROACH TO SOCIAL MEDIA MANAGEMENT FOR YOUR CHAPTER

INFORM. TELL YOUR CHAPTER'S STORY.

- **Share your good news!** Four hundred hours of community service completed? Post it. Raised \$5,000 for JDRF? Post it. A senior brother was just accepted to medical school? Post it. Updating social media sites with the accomplishments of the chapter enhances its positive reputation and associates the organization with success and achievement.
- Educate your audience. Highlight the values and principles of the Fraternity, allowing non-Delt followers to get a sense of what this organization is founded on. Example: Highlight a value once a week, describing how the men of your chapter personify that value every day.
- Promote events. Invite relevant followers to upcoming events, including recruitment events, philanthropy events, Road connections or public Rite of Iris ceremonies. Make sure to frequently post updates to social media sites as event dates approach.

2. ENGAGE. PROMOTE TWO-WAY COMMUNICATION WITH FANS AND FOLLOWERS.

- Multimedia. Photos and videos are the best way to generate conversation on social media sites. Post eye-catching photos and compelling videos to generate feedback from followers. **NOTE: PHOTOS AND VIDEOS SHOULD UNDER NO CIRCUMSTANCES INCLUDE ALCOHOL OR DRUG PARAPHERNALIA, INCLUDING RED SOLO CUPS.**
- Ask questions. Another excellent way to start a conversation with your chapter's followers is to ask an intriguing question. Example: "Do you know someone living with Type 1 diabetes? Tell us your story."
- Humor. Sharing funny photos or links is a great way to engage the audience and open up dialogue.

3. RESPOND. RECIPROCATE FOLLOWER ENGAGEMENT BY ACTIVELY LISTENING AND ANSWERING ALL QUESTIONS AND COMMENTS.

- Actively monitor each social media site. Ensure someone is frequently checking the chapter's social media pages for responses to questions or comments on pictures and videos.
- Acknowledge. When a follower takes the time to engage with the page, make sure to respond to that engagement in kind.

SOCIAL MEDIA ETIQUETTE — THE DO'S AND DO NOT'S

DO...

- Share a variety of content—pictures, videos, updates, links, etc.
- Promote the accomplishments of the chapter regularly.
- Be knowledgeable about the political climate of Greek life both on and off your campus. Know the current issues and news related to both the university and the Greek community at your university.
- Be friendly and open to engaged followers.
- Proofread all posts and photo captions.
- Realize once a comment or photo has been posted, it is lost to the internet forever and there is no way to completely erase it. Even a post that has been up for 15 seconds is long enough for someone to screenshot
- Follow other Greek organizations, student organizations, community service organizations, your local JDRF chapter, and university groups. Limiting your following to only brothers will hinder your ability to spread the positive image of Delta Tau Delta across your campus.
- Actively engage with other student organizations and university groups on their respective pages.
- Use #Hashtags when posting to social media platforms. #DeltsForJDRF #RahDelt #DeltaTauDelta are just a few of the hashtags the Fraternity recommends using.

DO NOT...

- Turn off potential new members with extreme statements.
- Ignore people who take the time to interact.
- Use curse words, profane or derogatory language. It diminishes the reputation of the chapter and contradicts the notion of being a values-based organization.
- Use pictures or videos with alcohol or drug paraphernalia. Photos portraying drinking or drug use do not promote a positive image of the Fraternity. DO post pictures of community service work, philanthropy events and brotherhood activities.
- Do not criticize or speak poorly of another organization.
- Follow Total Frat Move. This site feeds anti-fraternity perspectives and should not be affiliated with a Delta chapter in any way.

Rule of Thumb: If you would not want your mother to see it, do not post it.

Note: This list applies for both personal and chapter behavior on social networking sites.

SOCIAL MEDIA MANAGEMENT: COMMON MISTAKES

NOT HAVING A SOCIAL MEDIA STRATEGY

Problem: Updating your Facebook or Twitter with a random hodgepodge of content and updates will illicit confusion amongst your followers, which will eventually lead to disinterest.

Solution: Set clear social media goals. What do you want to accomplish with your Facebook or Twitter page? What is your desired end result? Would you like to expand your names-list of potential new members? Focus your posts and links on upcoming recruitment events. Post video footage and photos of brothers being interviewed on why they chose Delts. Describe an upcoming or previous Road event, highlighting the benefits of the Fraternity to followers interested in joining the Greek community on campus.

FALLING OFF THE WAGON

Problem: Maintaining an active and engaging social media presence is time-consuming and can at times appear to be daunting, but allowing the social media sites of the chapter to lie dormant for long periods of time will only hinder the growth of the chapter's positive image on campus by giving the impression that the chapter is lackluster overall and uninvolved in the local community.

Solution: Designate one person with the task of operating the social media sites of the chapter. Said operator should upload content and post updates on a regular basis to ensure the chapter's online presence doesn't dwindle.

NOT FOLLOWING OTHERS

Problem: Only following brothers while failing to participate in the social media community with other local organizations will leave the chapter's online presence isolated and ineffectual.

Solution: Build your own network of followers by following and interacting with other organizations, including other Greek chapters on campus, other student organizations, student government, the local JDRF chapter, other Delt chapters, university officials and groups, community service organizations, etc. A well-rounded following will increase the chapter's visibility on campus.

BEING OUT OF THE NEWS LOOP

Problem: By not staying current on news stories and trending topics, you run the risk of posting inadvertently offensive material or tactlessly using a hash tag. *Example:* The NRA Twitter account neglected to reschedule an auto-post that went up just hours after the Aurora, Colorado theater shooting with the message, "Good morning, shooters! Happy Friday!" This seemingly innocent yet poorly-timed comment was unintentionally insensitive but was received with a wide-spread social media backlash when the Twitter community got wind of the tactless tweet.

Solution: Be proactive when posting content on any of your social media sites by doing research on current national and world news. Before hash tagging on Twitter, make sure the hash tag is not currently a trending topic and also ensure it cannot be construed as negative in the manner in which you will be using it.

POORLY REACTING TO NEGATIVITY

Problem: Reacting rashly to a negative comment on any social media site will only add fuel to the fire and an all-out social media war will quickly ensue, making both parties appear tasteless and juvenile.

Solution: Never post or tweet while angry, because once you've hit "enter", there is no going back. Reacting to a negative comment with a calm and collected response shows maturity on behalf of the entire chapter and the national organization as a whole and upholds the reputation of Delts being men of character.

HOW TO MANAGE A SOCIAL MEDIA CRISIS

1. Have a plan. Along with your social media strategic plan, you should also have a crisis management plan readily available when confronted with an issue on social media including what constitutes a crisis worthy of a response and who will issue any statements necessary.
2. Have a spokesperson. To avoid miscommunication, only one person from the chapter should be responding to the crisis.
3. Remain calm. When confronted with negativity on your Facebook or Twitter page, keep a calm and collected head before issuing any response. Responding in a defensive and hostile manner to heavy criticism will only worsen the situation.
4. Know the facts. Gather all the information relevant to the situation before issuing a response. Having all the facts allows the chapter to compose an informed and thought-out response, which can put out a social media fire before it even starts.
5. Timeliness matters. In the age of social media, information travels as swiftly as a keystroke, which makes it critical to respond to a potential crisis with immediacy to prevent an issue from going viral.
6. Address the issue on the site which the situation started. If the crisis occurred on Twitter, respond with a tweet. If the crisis occurred on Facebook, respond with a Facebook post.
7. Be honest. If a mistake has been made on the chapter's end, own up to it.
8. Apologize. Once you've owned up to the error, apologize.
9. Hold members accountable. When someone in the chapter posts something inappropriate, especially when it deals with drugs or alcohol, they should be held accountable. While posting something inappropriate is one issue. Addressing the behavior in the picture or comment is more important.
10. Speak your piece, and then leave it. Once a statement has been made and all questions from followers and fans have been answered thoroughly and honestly, leave the chapter's social media pages. There will undoubtedly be someone who will continue to bombard the sites with negativity in attempts to bait the chapter into an online battle. In those instances, let the negative party know you are more than willing to discuss the issue further off the social media site by phone or email.
11. Know When to Delete a Comment

A NEGATIVE COMMENT

The comment SHOULD NOT be deleted but responded to in an appropriate fashion if:

- It is a complaint or annoyance posted about the Fraternity.
- It contradicts or challenges the chapter in some way.
- It does not shine the Fraternity in a positive light.

AN UNACCEPTABLE COMMENT

The comment SHOULD be deleted if:

- It contains profanity.
- It is a defamatory or abusive comment.
- It is a comment using racism or anything else deemed highly offensive to the chapter or others who may view the chapter's social media site.