



DELTA UPSILON

INTERNATIONAL FRATERNITY

RECRUITMENT VIDEO BEST PRACTICES

Recruitment videos are a great marketing tool for your chapter. They can showcase your members, your chapter's activities, facts about Delta Upsilon, and more. If you have a chapter facility, they are also a great way to showcase the property (if you don't have a separate house tour video).

Recruitment videos should be fun and exciting so they draw people in, but too often, they only focus on social events. It's important to have a well-rounded video that shows multiple aspects of the member experience. Videos that focus solely on social events also frequently get flagged to DU International Headquarters for items related to Loss Prevention Policies, song lyrics, etc.

Follow these best practices to produce an effective recruitment video that also reduces the chance of your video being flagged for editing or to be taken down.

WHAT TO INCLUDE/VIDEO TIPS

- Delta Upsilon highlights
 - How can you represent Friendship, Character, Culture and Justice?
 - Friendship: Brotherhood events, alumni events
 - Character: Philanthropy events, community service
 - Culture: Philanthropy events, multicultural events on campus, interaction with other Greek organizations
 - Justice: Initiation or other Ritual events
- Quotes about Delta Upsilon
 - "College prepares you for a career. DU prepares you for life."
 - *"Building Better Men"*
 - Brief testimonials from members
- Delta Upsilon Brand Guidelines
 - If using colors in your video, stick to Old Gold and Sapphire Blue.
 - If using text in your video, stick to Bebas Neue and/or Museo Sans.
 - DU logos and letters can be found [here](#).
- People join people. Showing what your brotherhood looks like is more impactful than just speaking about it.
 - PNMs want to see how they will benefit from joining DU.
- Keep in mind that alumni and campus staff will also see your recruitment video. Ask yourself if your video appeals to these demographics as well as PNMs.
- Designate one, or several, members to take photos/video at every chapter event. Keeping this practice will ensure that you have relevant and up-to-date content to use when it comes time to edit a recruitment video.
- Distribution
 - Post your finished video to Instagram, Facebook and YouTube. Instagram will reach PNMs best, while Facebook will cater to alumni. YouTube offers the best viewing experience.

WHAT TO AVOID

- Do not use the word “rush.” Use “recruitment.”
- Party footage
 - Visible beer bottles or red cups
 - Beer pong tables/other drinking games
 - Anything alluding to drug use
 - An event or behavior where it can be easily assumed that alcohol is present
 - If footage shows a Loss Prevention Policy violation, do not put it in your video!
- Music with profane or overtly sexual lyrics
- Inappropriate gestures
 - Do not include members showing a middle finger
 - Avoid hand signals other than DU letters
- Inappropriate clothing
 - Clothing with curse words or inappropriate/vulgar phrases
 - Revealing clothing
 - This applies to members and guests
- House tour footage that mentions or suggests illegal behavior or Loss Prevention Policy violations
 - Do not show a bar
 - No alcohol or drug paraphernalia in the background
 - Note: even if marijuana is legal in your state/province, it violates DU’s policies
- Footage of the same members repeatedly
 - Prospective new members want to see your diverse membership, including footage of everyone increases the likelihood of a PNM visualizing themselves in the chapter

EXAMPLES OF GOOD RECRUITMENT VIDEOS

[2021 Kansas State Recruitment Video](#)

[Summer 2023 Iowa State Recruitment Video](#)