



# DELTA UPSILON

## INTERNATIONAL FRATERNITY

### RELATIONSHIP & BELONGING CENTERED SOCIAL MEDIA

When it comes to fraternity, nothing is more powerful than showcasing **authentic brotherhood, relationships and belonging**. In turn, social media should be used to demonstrate how chapter members exhibit brotherhood, relationships and belonging in a genuine way.

Research shows that:

- **More than 70%** of PNMs learn about recruitment from **someone they personally know**
- The main reasons PNMs join are for:
  - **Belonging**
  - **Friendships**
- PNMs biggest concerns are:
  - **Cost**
  - **Not fitting the “fraternity stereotype”**
  - **Time commitment**

For DU, this is an incredible opportunity.

Because Delta Upsilon is **non-secret, non-hazing, values-driven**, and built on the Four Founding Principles, the authentic stories we can share naturally break stereotypes, highlight the true value of membership, and make PNMs feel welcomed and seen.

**Our members are the most effective and credible way to reach future DU men.**

#### CREATING RELATIONSHIP & BELONGING CENTERED SOCIAL MEDIA

When creating relationship & belonging centered social media, remember to highlight:

- **Authentic brotherhood over chapter marketing**
- **Real stories over polished content**
- **Values over stereotypes**

The three prompts below can be used to help drive and showcase relationships and belonging within DU on social media.

#### **Prompt 1 – What Belonging in DU Means to Me**

**Purpose:** DU is built on values designed to create authentic brotherhood. This prompt helps PNMs imagine themselves in that environment.

#### **Post about Brother(s):**

“Being a Brother in DU isn’t just about being in a fraternity. It’s about being part of a brotherhood that shows up for you. For me, it felt real when *[have the Brother describe a specific moment someone checked in on them during a tough week, studied with them, went the extra mile, etc.]*. DU has given me a place where I feel like I belong. If you’re looking for a place where you can be yourself and become your best self, DU is that place.”

#### **Why this Prompt Works:**

- Centers around belonging

- Connects to the #1 reason PNMs join
- Shows DU as welcoming and relationship focused

### **Prompt 2 – The Moment I Knew DU was Right for Me**

**Purpose:** Address misconceptions and highlight DU’s brotherhood.

#### **Post about Brother(s):**

“I was never 100% sure if joining a fraternity was what I wanted to do. I thought *[share a stereotype: I didn’t fit the typical frat mold, I worried about the time, etc.]*. Then *[describe a genuine DU moment such as being invited to a low-key event, meeting the members in a more casual setting, etc.]*. That moment made me want to join. DU felt and still feels different, and it might for you too.”

#### **Why It Works for DU:**

- Highlights DU in a relationship focused way
- Builds trust through vulnerability
- Speaks to PNMs who might be unsure about joining

### **Prompt 3 – How DU Shows Up for Me**

**Purpose:** Addresses concerns about time and value by showcasing what DU can add to the member experience.

#### **Post about Brother(s):**

“When I joined Delta Upsilon, I didn’t realize how much it would add to my college experience. This year alone I’ve *[share examples: volunteered with your chapter, gone on a brotherhood trip, grown through leadership opportunities, found academic support, etc.]*. Joining DU has provided with experiences that have made college better.”

#### **Why It Works for DU:**

- Reinforces *Building Better Men*
- Demonstrates real value and connection
- Speaks to DU’s goal of making a positive impact

### HELPFUL REMINDERS WHEN POSTING

- **Tag Accounts:** Tag the member account, Delta Upsilon International (@deltaupsilon) and your university.
- **Use Authentic Photos:** Real photos vs staged pictures.
- **Highlight Belonging:** Showcase belonging within the chapter
- **Hashtags:** Use #DeltaUpsilon, #DUBrotherhood, #BuildingBetterMen
- **Engage Back:** Reply to PNMs who comment or message