Recruitment Video Guidelines

As the world continues to reopen, college and university campuses and students alike are looking forward to the 2021-2022 school year. Delta Tau Delta is a growing organization, and we are looking forward to supporting you in your recruitment efforts before and during the fall 2021 semester.

Year after year, many Delt chapters choose to create a recruitment video to advertise chapter activities in a light video for viewers on social media. Delta Tau Delta encourages chapters to create marketing content, including recruitment videos, that are appropriate in nature and promote a positive image for you and your chapter. Here are a few Dos and Don’ts your chapter’s director of recruitment, marketing coordinator and social media coordinator can review to ensure the content you create bolsters your chapter experience and commitment to lives of excellence.

Resources

* [PhiredUp Digital Recruitment Classroom](https://www.delts.org/certified-recruiter)
* Resource Center in [MyDelt](https://login.omegafi.com/cas/login?login_apikey=7de9b3690ded67aa3c85f2161d489b47&login_redirect=&login_reauth=&org=dtd&third_party=0&service=https%3A%2F%2Fmy.omegafi.com%2Fapps%2Fmyomegafi%2Flogin%2Flogin_post.php%3FUserName%3D%2A%2A%2A%26Password%3D%2A%2A%2A%26login_apikey%3D7de9b3690ded67aa3c85f2161d489b47%26login_redirect%3D%26login_reauth%3D%26org%3Ddtd%26third_party%3D0&ra=1)
* Contact your Chapter Support Coordinator

Dos

* Spotlight individual members!
* Promote partnership with JDRF and other philanthropic partners
* Include facts about chapter accomplishments (FAAR, funds raised for JDRF, notable alumni)
* Show off your Shelter or gathering spot
* Highlight leadership opportunities
* Document chapter events such as meetings, intramurals, and brotherhood bonding events
* Follow all Member Responsibility Guidelines (MRG) and University policies/guidelines

Don’ts

* Displaying any kind of alcohol, drugs, tobacco, or e-cigarette paraphernalia in the video
* Using music with excessive vulgarities including words that would be considered slurs or otherwise incompatible with Fraternity values
* Wearing and saying anything offensive, controversial, or inappropriate during the video
* Using video footage or audio from social events and *Ritual*
* Displaying doing anything that would be deemed a violation of University or Fraternity policies/guidelines (drinking games, consumption or posession of hard alcohol, shelter damage, etc.)