



Brothers,

Navigating through this pandemic has been a unique experience for each of us. Never before have we seen something of this nature and magnitude affect our daily lives, and we're continuing to learn new ways of doing things daily.

With this in mind, engagement of your current members and recruitment of potential new members will be unlike anything we've ever experienced. During this time and beyond into the future, it'll be important for your chapters to utilize social media in new and creative ways.

We've outlined a few things below that I believe can help you elevate your social media strategy.

1. Start at the [Sigma Pi Resources](#) page. In the Chapter Marketing Resources section, you'll find our Brand Standards, Logos (including logos specifically developed for your chapter), and a Fraternity Fast Facts document. That page also includes a [Social Media Best Practices](#) guide that may help you and your chapter brothers.
2. Our friends at Phired Up have put together some great resources regarding digital recruitment. I would start [HERE](#), and then check out their [free resources page](#).
3. Increase your content and engagement on your social media channels. Here are a few Sigma Pi chapters who have a good foundation of content.
 1. [Bridgewater State](#) - solid content, good photos, very good highlight reel
 2. [Oregon State](#) - looking through Instagram you can see they have a strong brotherhood based of pictures and consistent filters
 3. [Southern Arkansas](#) - good example of highlights to show an engaging chapter for potential new members
4. Create a social media calendar so that you aren't sporadically posting content without a plan. This will allow you to have structure so you know what and when you're posting. This can be as simple as a Google Doc, or utilize software like [Later.com](#).
5. Get creative with your social media content.
 1. Profiles of seniors (and their next steps if solid)
 2. Profiles of alumni
 3. Profiles of new members that they recruit virtually
 4. Sharing about their virtual events
 5. Campaigns to create connectedness: Spirit Day (wearing org shirt or university shirt), Share your WFH space, Meet my Pet, etc

Again, we hope this helps you and your chapter, and wish you good luck as you continue through this changing landscape.

If you have any questions, please contact your chapter management associate.

Fraternally,
Chris Carter

Director of Communications

