



PHI DELTA THETA
Become the greatest version of yourself

PUBLIC RELATIONS CHAIRMAN

BASIC FUNCTION:

The main responsibility of the public relations chairman and his committee is to develop a positive chapter image for a host of constituents. The public relations chairman, social media manager, photographer, videographer, content writer, and website developer should all work together to accomplish the committee's goals.

10 THINGS TO FOCUS ON AS PUBLIC RELATIONS CHAIRMAN:

1. Appoint and manage the communication committee that includes the individuals referenced above. Schedule periodic meetings throughout the year.
2. Develop the chapter's audiences before you build content. Examples include: potential new members, undergraduate members, alumni, parents, the college/university and its people, local community, Greek community, general media, etc.
3. Create a communications plan for the year and align content development with the calendar.
4. Work directly with local and campus news outlets, university administrators, and GHQ to share your **chapter's positive stories**. We love sharing chapter success online and in *The Scroll*.
5. Support your chapter's recruitment efforts by promoting a positive and accurate view of your chapter. Remember that recruitment happens 365 days a year so highlight the benefits of membership and your members throughout the year.
6. Remember to keep alumni and parents informed of chapter news and milestones. Work with the alumni secretary and parents club coordinator to produce **alumni and parent newsletters**.
7. Maintain an active presence on social media channels including Facebook, Instagram, Twitter, LinkedIn and YouTube/Vimeo.
8. Develop and manage a functional chapter website with regular updates that can serve as a resource for brothers, potential new members, parents, and other audiences. Phi Delta Theta offers easy-to-manage **chapter websites** to assist.
9. Ensure that your chapter's photographer and videographer is present at events and other chapter activities to capture great pictures and videos to share.
10. Remember that all content produced should be appropriate, represent Phi Delta Theta well, and be in compliance with the Fraternity's **brand standards**.

VIEW MORE RESOURCES AT:

<https://www.phideltatheta.org/members/resources/chapter-officers/secretary-pr-web/>
