



PHI DELTA THETA
Become the greatest version of yourself

ESTABLISHING A STRONG DIGITAL PRESENCE

BASIC FUNCTION:

Establishing a strong presence online is a critical component of recruitment on today's college campuses. Most students will use platforms such as Google, Instagram, LinkedIn, and Facebook to find more information about your chapter. Having an established presence on digital platforms with updated and accurate content can help you tell your chapter's story. Follow recommendations below to begin building your chapter's online presence.

10 THINGS TO FOCUS ON WHEN MANAGING SOCIAL PLATFORMS:

1. Make sure your website and social platforms are easily accessible (public), shareable, and updated monthly with accurate information.
2. Collaborate with chapter officers and committees to strategize social marketing and communication plans for chapter events and activities related to recruitment, philanthropy, community service, scholarships, etc.
3. Increase community engagement by interacting with other campus organizations via digital platforms. This can be done through a simple follow, shout-out, re-sharing content, or hosting live takeovers together.
4. Utilize digital content studios to manage and create original content to aid in the chapter's marketing strategies. A few free digital content studios include: [Canva](#), [Easil](#), [Mailchimp](#), and [Hootsuite](#).
5. Increase and maintain visibility by sharing a minimum of three social media posts per week and consistently posting on your story.
6. Humanize the digital experience by sharing authentic content such as member spotlights to celebrate individual accomplishments, member takeovers, and behind-the-scenes footage.
7. Share content with a call-to-action by utilizing links in your bio for your followers to learn more about a certain topic and/or use story stickers (polls, questions, ratings, etc.) to engage with your followers in short timeframes.
8. Promote chapter events by tagging other organizations on campus in your posts and encouraging them to re-share. You can also utilize countdown posts or stories to remind your audience of any upcoming events.
9. Encourage members of your chapter and the campus community to post photos relevant to their experience with the chapter using certain hashtags or tagging the chapter's account. Re-share relevant posts are you tagged in on your page or story.
10. Evaluate your page's engagement analytics after each quarter or campaign to make any necessary adjustments to align future efforts with the chapter's digital engagement goals.

FIND MORE RESOURCES BY VISITING:

[Communications and public relations chairman resources](#)

[Communications and public relations blogs](#)
