



# College Panhellenic Marketing Toolkit

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# TABLE OF CONTENTS



Opening Letter	4
Marketing Strategy	6
Panhellenic Brand	8
Marketing Tactics and Templates	9
Recruitment Marketing	17
Audit and Assessment	19
Training the Community	21
Involving Alumnae	22
Officer Transition	23
Accessibility	24
Resources	25
Glossary	26

# OPENING LETTER



Dear College Panhellenic officer:

Welcome to the College Panhellenic Marketing Toolkit! This set of resources from the National Panhellenic Conference (NPC) is designed to help you more effectively communicate and market your College Panhellenic Association and the sorority experience to potential new members and their caregivers, the campus community and beyond.

In creating this toolkit, we have pulled together many existing NPC resources regarding College Panhellenic marketing as well as added resources that can help you in your marketing efforts. While this toolkit is intended for the College Panhellenic marketing officer, the materials can be used by anyone tasked with supporting the marketing, advertising and public relations efforts of the College Panhellenic.

In this toolkit, we aim to help you:

- Identify the similarities and differences between marketing, public relations and advertising.
- Define marketing terminology.
- Develop a marketing plan for your College Panhellenic, recruitment and the sorority experience, including helping you connect with non-likely joiners and expand your open house pool.
- Explain the different tools and tactics that may be available to your College Panhellenic (e.g., word-of-mouth, social media, print, etc.).
- Assess your current marketing efforts.
- Involve the sorority and campus community in promoting the benefits of the sorority experience.
- Transition your marketing efforts effectively from one officer to another to keep continuity.

Promoting the uniqueness and benefits of the women's-only experience that sorority provides has never been more important, and this toolkit can help you in doing that for your College Panhellenic.

Your NPC College Panhellenic area advisor and the NPC staff also are able to assist you with questions you may have or to help direct you to other resources. Please contact these individuals for assistance.

Panhellenically,

National Panhellenic Conference





# MARKETING, PR & ADVERTISING

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"The difference between marketing, public relations, and advertising" by Jasmine Roberts and Michael Shiflet is licensed under CC By 2.0.

# MARKETING STRATEGY



The purpose of a College Panhellenic marketing program is to promote all aspects of the sorority experience year-round, including scholarship, campus and community service and leadership, and to make the experience appealing to today's generation of college-bound women, whether they have little or no exposure to the sorority experience or very familiar to the sorority experience.

A marketing strategy is a formulated plan of action that helps you fulfill the purpose of the College Panhellenic marketing program through thoughtfully selected marketing tactics. This plan can be useful in growing recruitment participation, awareness of College Panhellenic and member organizations on your campus and improving your College Panhellenic presence online and in the community.

The best time to develop a marketing plan is immediately after College Panhellenic officers are installed.

## BUILDING YOUR MARKETING PLAN

### Content Pillars

All content your College Panhellenic produces, including videos, blog posts, social media posts, etc., should all fall into a few key content pillars. The National Panhellenic Conference (NPC) uses the NPC Advocacy Building Blocks as content pillars and encourages College Panhellenics to use them as well. The building blocks act as a guide for the types of content you can share and can help generate content ideas to help you reach your target audiences. You can find the Advocacy Building Blocks [here](#).

### Identify Audiences

To experience greater returns on your marketing efforts, such as a higher number of women signing up for recruitment, you need to know who you are marketing toward and target all marketing efforts toward those audiences. A College Panhellenic has a few different audiences to focus marketing efforts on. Below you will see suggested audiences, your campus may have more, such as first-generation or transfer students.

- Potential members - Generation Z (Gen Z) is the current generation of students graduating high school and attending college. They were born between 1995-2015 and total 2.52 billion in population. They are a key audience for recruitment participation growth.
- Parents, guardians and other trusted confidants - This audience is someone that a potential new member trusts and goes to for advice. Having the support of parents and caregivers is important for members of Gen Z as they make their decision to participate in recruitment.
- Campus Community - The support of your professors, campus administrators, other students and other members of your campus community is vital in the long-term success of your College Panhellenic community.
- Local Community - Much like the audience above, you want the support of local community members and to promote the positive experience of sorority to the area around your campus.
- Current Members - While you aren't trying to recruit this audience or educate them about the sorority experience, you want them to know about the current sorority experience and provide their support for it.



# MARKETING STRATEGY



## Develop Clear Messaging

In 2021, NPC developed new messaging that College Panhellenics can use when talking about the sorority experience. This messaging is stored in [NPC's Message House](#). The role of this messaging is to better explain the modern sorority experience and to answer questions specific audiences, such as potential members and their caregivers, have about different aspects of sorority life. Having this uniform language that anyone in your College Panhellenic can use will be helpful in your maintaining your brand and talking about the sorority experience in a clear way.

In addition to using NPC's developed messaging, another best practice is to create messaging that fits your specific College Panhellenic community and resonates with target audiences you are trying to reach. As a tip, begin by focusing on language about the sorority experience that includes scholarship, leadership, service and other aspects of membership that are tailored to your community. The messages you create can be used as you develop marketing materials that support your goals and target your audiences.

## Identify Goals

Similar to how a College Panhellenic sets goals for the community, a marketing officer should create goals to guide her efforts. Start by reviewing audiences and set goals that are targeted toward one of those audiences. For example, if you want to explain the recruitment process more effectively to incoming first-year students who might not be familiar with sorority recruitment, one goal you might have is to post short videos on social media twice a month that contain education about the recruitment process by using your updated messaging.

Your goals will guide your marketing efforts and choices. When setting the goals for your marketing strategy, it is helpful to use S.M.A.R.T. goals. That means each goal should be specific, measurable, attainable, relevant and time-based. That way, you can know whether you have achieved a goal and can build on each success.

## Evaluate Current Marketing

To formulate a plan going ahead, you have to know where you are starting. Evaluating all your current marketing efforts, including social media, website, print and word of mouth, gives you a launching point to make any necessary changes that will help you reach your goals. You will learn how to do an audit and assessment of your current marketing in this toolkit.

## Create A Plan

Once you have accomplished the steps above you are ready to move forward and start making a plan. Use your content pillars, audiences, goals and messaging as a driving force for your marketing strategy. The plan you create should be carried out throughout the year and tailored to fit the needs of your campus. In this toolkit, you will find tactics and tools to help you accomplish build your marketing plan.

# PANHELLENIC BRAND



A brand is more than a logo, a slogan, a set of colors or fancy patterns. It's more than the values you say you uphold. In today's world, your College Panhellenic's brand is how people perceive your College Panhellenic and sorority life on campus and in the community. That's why it matters that what you say and what you do in real life match what you are depicting online via images and words. Each and every member of your Panhellenic is a brand ambassador and what she does reflects on the perception of sorority life – for her organization, for the College Panhellenic and in the community.

Developing a consistent brand and brand elements for your College Panhellenic can help support your marketing strategy and goals. Having a consistent brand identity also can help those outside your community easily recognize your College Panhellenic whenever they encounter your brand in person, in print or online.

## NPC BRAND STANDARDS

Brand Standards are one way to help provide consistency in how your brand identity and elements – colors, fonts, photography, etc. – are used across every channel.

NPC's Brand Standards were refreshed in fall 2017 and are reviewed and updated annually. Brand standards for College Panhellenics are included in the NPC Brand Standards Manual on Page 14.

The NPC Brand Standards include NPC logo design and use; College Panhellenic logo design and use; NPC brand colors; design elements and patterns; typography and fonts; and photography style.

The NPC Brand Standards Manual is available on the NPC website. To download NPC and College Panhellenic brand files, visit this Dropbox folder: <http://bit.ly/Panhellenic-Marketing>.

## COLLEGE PANHELLENIC BRAND STANDARDS

A College Panhellenic's brand standards will likely be a combination of multiple standards. These standards help identify your College Panhellenic as an affiliate of NPC, as a self-governing body made up of NPC sororities as well as your provisional and associate members and as a student organization on your campus.

To develop (or refresh) brand standards for your College Panhellenic, begin with the NPC brand standards, especially those that apply to College Panhellenics, such as your personalized College Panhellenic logo, the NPC brand colors and the NPC design elements and patterns available to College Panhellenics.

If you will be printing documents or sharing content on campus-related channels, review campus brand standards or other guidelines to ensure you meet these expectations and rules.

Create your own brand guidelines document to capture any design decisions you make to help you be more consistent over time and make officer transitions smoother.





# MARKETING TACTICS



NPC encourages College Panhellenics to develop a year-round marketing plan that not only promotes recruitment but also the College Panhellenic community and the benefits of the sorority experience. Following are some of the popular channels and tactics for each you may want to incorporate in that marketing plan.

## WORD OF MOUTH

Word of mouth is one of the strongest forms of marketing. People look to others for recommendations on what they should purchase or experience. While many people look to individuals in their close circle of family and friends for advice, with the internet and social media, people also look at online reviews and posts for help. When it comes to the sorority experience, all members should be prepared to talk about the benefits of being a member of a women's-only organization as well as the benefits of her member organization and chapter.

Members also should encourage women in their home communities to seek out and participate in the recruitment process once they reach campus. All members should be friendly and respond to questions potential new members might ask of Panhellenic members.

## CAMPUS PARTNERSHIPS

There are multiple on-campus groups you can partner with to market the Panhellenic experience including campus admission, orientation services, residence life and other fraternal organizations. When partnering with campus admissions, your College Panhellenic could share information in student packets or newsletters. Also consider asking if admissions would be willing to feature all of fraternity/sorority life on social media.

Similarly, your College Panhellenic should consider a partnership with campus orientation. Suggest Panhellenic women join student and parent/caregiver Facebook groups to share information about the sorority experience. There may also be ways the College Panhellenic can share information during student and parent/caregiver on-campus orientation sessions where you can share a video about the community, host a panel presentation or share information about the experience.

To connect with students living on campus, partner with residence life and consider sponsoring a roundtable to answer questions for first-year or transfer students on what to pack for college, how to make the best use of your room space or how to have a good year with your roommate. You may also be able to deliver snacks or help students during move-in day. Contact the residence life office to start having conversations on how you can partner together.

## OTHER STUDENT ORGANIZATIONS

You can partner with other fraternal organizations to host events together for the campus community to learn about all organizations on campus. Additionally, consider starting a newsletter that shares events, achievements and other highlights of all fraternal organizations. Connecting with other student organizations to host a service event or educational program is a great way to build relationships. Consider offering resume workshops, a panel on study abroad experiences, tips for finding an internship or other program that would fit the needs of the women on your campus.

# MARKETING TACTICS



## PRINT

While online content may be most popular, print is not dead. Print media includes many forms, from newspapers and magazines to direct mail and flyers. Your College Panhellenic's Public Relations Committee is tasked with sharing your actions and activities to generate newspaper coverage (print or online, depending on your campus). You can also consider placing ads to share information about sorority life on your campus such as recruitment information, chapter information, service and philanthropy work, benefits of membership, cost break down, stories that highlight outstanding students and any other information you believe may be beneficial. Check with your campus newspaper on any costs that come with this and budget for it.

Your College Panhellenic also should take advantage of print materials to reach potential members where it makes sense (e.g., posting flyers on campus bulletin boards). Be sure to budget for any materials creation and duplication costs.

## WEBSITE

A website is an effective vehicle for promoting the benefits of the sorority experience, highlighting College Panhellenic efforts and providing membership recruitment information to potential new members. Whether created and managed by your college/university or managed independently by your College Panhellenic, your College Panhellenic should create a website (or webpage, at minimum) to share information about Panhellenic programs and activities as well as links to the websites of NPC member organizations represented on campus. The website should present content in a clear, attractive format and the content should be regularly updated.

Having a website also allows the College Panhellenic to collect contact information for potential members and parents/caregivers so you can share additional information about the sorority experience. You can start an e-newsletter or blog that shares information about recruitment, outstanding students, benefits of membership and any other information you believe is beneficial. You may also highlight programming about fighting against hazing, substance abuse prevention, mental health resources, etc. Consider sharing this content multiple times a year and not just around recruitment. Promote this newsletter on social media to gain more contacts.

## SOCIAL MEDIA

Social media can be a very effective vehicle to engage target audiences. Below are explanations of how you may use some of the most popular social media channels in your marketing. (NOTE: The information that follows is not a full list of channels. Snapchat, YouTube and TikTok are also highly popular channels with members of Gen Z. Your College Panhellenic should assess which channels to use to reach your audiences.) Using social media, consider a few things to reach your audiences. You may want to host a virtual sorority life fair where potential members and their caregivers can learn more about sorority life on your campus. Consider hosting a panel presentation on Instagram Live or via a recorded message to answer common questions. When posting, add your campus hashtags, potential members and caregivers are more likely to search and click on those hashtags than ones about sorority life.



# MARKETING TACTICS

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Remember, show the authentic experience of the sorority members on your campus. It is very clear when what is being posted online doesn't match the real experience and that can hinder the success of your efforts.

## Instagram

Instagram allows College Panhellenics to meet prospective members where they spend the most time online. You can use Instagram to showcase Panhellenic women, highlight service projects, spotlight leadership opportunities and promote all events happening in your community. You can participate in events such as Throwback Thursday or Wear Your Letters Wednesday. You can drive engagement by hosting contests or using relevant hashtags (especially those related to your college/university admissions office and community) or even reposting photos from the sororities on your campus. Also consider hosting Instagram takeovers that allow potential members and their caregivers to gain insight into the daily life of sorority women.

You also can share information through Instagram stories. You can post fun videos from events, promote different College Panhellenic activities and create interactive moments through polls and questions.

## Facebook

While current College Panhellenics are primarily trying to reach Gen Z, Facebook can help you reach their friends, family, caregivers and other trusted confidants (teachers, coaches, counselors). Gen Z relies heavily on the counsel of these individuals more than previous generations. This makes marketing the benefits and opportunities of the sorority experience to these audiences crucial to gain support for the sorority experience and increase the number of women signing up for recruitment.

Facebook can be a platform to share educational information with these audiences to help build support for the student wanting to join a sorority. Examples of information to share include event highlights, benefits of the experience and personal stories from community members.

## Twitter

Twitter is very conversational platform, which encourages engagement from your community. Ask community members to tag their friends, retweet or reply to your tweet. Be prepared to retweet other accounts on campus, especially College Panhellenic member organizations, and engage in dialogue with others. This is the best way to elevate your twitter and grow a strong following.

Promoting or creating engagement around an event is a popular way to use twitter. Think about creating a hashtag for specific events and encourage your community to tweet and talk about the event online.

The College Panhellenic's overall online presence should reflect the identity of the NPC brand and values while remaining authentic and unique to the brand you have developed for your College Panhellenic and the member organizations on your campus. The tips below can help you as you plan your social media efforts.

# SOCIAL MEDIA TIPS



## FREQUENCY

Posting at least 2-3 times a week on Facebook and Instagram is recommended. Twitter is more conversational and allows for more posts a week. Generally, posting 3-4 times a week on Twitter is a good place to start.

## CALENDAR

Using a calendar to help you plan social media posts can help you stay organized and be strategic. This toolkit includes a sample calendar to show how posts can be planned and scheduled.

On the following pages are sample social media posts and templates as examples of content you can use in your marketing efforts. College Panhellenics are encouraged to tailor content to fit their campus.

## DESIGN

Using NPC branding or the branding of your school will allow you to design header images, profile images, flyers and more. For your convenience, a few templates and sizing information for each social media platform can be found on the following pages. (Note: More templates will be released in the future).

## MEMBER STORIES

Record sorority members on video throughout the school year giving their testimonial of sorority membership. These members can be chapter or College Panhellenic officers or other sorority members. These videos should be around 30-60 seconds in length.

## TIKTOK

TikTok is a great platform that allows your College Panhellenic to reach a large audience. If your College Panhellenic is making content on TikTok, consider how you can use popular trends and hashtags to share information about the sorority experience. Think about how you can use video footage from Panhellenic events to showcase an event, chapter or benefit of the sorority experience.

## USER GENERATED CONTENT

User generated content is a tactic that many large brands utilize to help ensure they are posting regularly with relevant and engaging content. Today's consumers are skeptical of what brands have to say and would rather listen to other consumers. By sharing sorority members or chapters social media posts on your College Panhellenic's marketing channels, you are sharing "reviews" and insight into the sorority experience on your campus.





# DESIGN REQUIREMENTS



Engaging, interactive social media accounts include a mix of image and video content. Below you will find size requirements for various social media. These measurements will assist in the design process and ensure aspects of your images will not be cropped or have a poor quality due to size.

Following are few templates to assist your College Panhellenic in its marketing efforts. (Note: More templates will follow in future toolkit versions.) The images of templates are located on the next page. If you would like to use the templates please visit this Dropbox folder: <http://bit.ly/Panhellenic-Marketing>.

## INSTAGRAM

Instagram Story	Instagram Post	Instagram Profile Picture
Width: 1080px	Width: 1080px	Width: 110px
Height: 1920px	Height: 1080px	Height: 110px

## FACEBOOK

Facebook Story	Facebook Post	Facebook Cover	Facebook Profile Picture
Width: 1080px	Width: 950px	Width: 820px	Width: 360px
Height: 1920px	Height: 788px	Height: 312px	Height: 260px

## TWITTER

Twitter Post	Twitter Header	Twitter Profile Picture
Width: 1024px	Width: 1500px	Width: 1280px
Height: 512px	Height: 500px	Height: 4000px

## YOUTUBE

YouTube Profile Picture	YouTube Cover
Width: 1280px	Width: 2560px
Height: 720px	Height: 1440px

These templates offer guidance on where to place text, images and other information on the following design elements. These font styles, colors and images should be customized for your College Panhellenic.



# SAMPLE POSTS



## FACEBOOK

- “Is your student going through recruitment this fall? Review our blog to see how you can support your student through the experience.”
- “This week [MEMBER NAME] hosted a financial responsibility workshop for all Panhellenic women. Attendees learned budgeting techniques and were given resources to practice financial responsibility.”

## INSTAGRAM

- “Welcome our newest Order of Omega member class. We’re so proud to see our sorority women continuing to strive for academic excellence!”
  - Note: Share pictures from events like this to highlight not just the social events sorority women take part in but also the academic achievements they make.
- “A huge congratulations to the women of SororityXYZ for raising more than \$15,000 at their philanthropy event last night! We love seeing the impact [name of institution] Panhellenic women are making in the community.”
- “Members of the Panhellenic community volunteered at [ORGANIZATION] this weekend. They helped [TASKS/ACTIVITIES].”

## TIKTOK

- “Wondering what a day in the life of a sorority woman is like?”
  - Attach a video of a sorority woman going through her day.
- The Panhellenic community volunteer at [ORGANIZATION] and this is how it went.”
  - Attach a video of sorority women from service event.

## TWITTER

- “Happy Founders’ Day to the wonderful women of @SororityXYZ! We’re so lucky to be your Panhellenic sisters!”
- “[MEMBER NAME] recently started an internship at [ORGANIZATION] where she will be [TASKS]. We are so proud of her!”

# TEMPLATES

## TWITTER HEADER

**\*Insert Institution Name\***

*College Panhellenic*

\*Insert School/Panhellenic logo and/or design\*

## FACEBOOK COVER

**\*Insert Institution Name\***

*College Panhellenic*

\*Insert School/Panhellenic logo and/or design\*

## FLYER TEMPLATE

Place  
Image  
Here

**TITLE OF EVENT**

**Date, Time  
and Location**

Use the space here to explain the details of your event. Include any additional info such as attire, activities or donation requests so people are more informed and excited to attend or support.



# RECRUITMENT MARKETING



The College Panhellenic should plan the marketing efforts for membership recruitment as part of its year-round marketing plan. Because each campus environment is different, each College Panhellenic should develop its own recruitment marketing plan tailored to the College Panhellenic's recruitment style (see next page) and its particular campus conditions.

Any College Panhellenic can use the following activities by adapting them to fit its needs:

- Direct communications toward incoming women as well as their parents/caregivers. These communications may include websites and social media posts as well as direct mailings, postcards, flyers posted on campus and informative brochures. Publications and messages should focus on the benefits of membership and promote participation in sorority life. Individual chapters are not the focus of communications.
- Create a single website for sorority recruitment information. The College Panhellenic recruitment website should include information on sorority membership and recruitment and should highlight scholarship, service and leadership. The website should be coordinated with printed and digital communications materials and be linked to the college/university's website as well as the College Panhellenic site.
- Use campus media including newspapers, radio and television stations, billboard/mobile billboards, the Panhellenic website, Panhellenic social media channels and promotional banners placed on chapter houses and/or residence halls.
- Participate in new-student orientation activities as members of Panhellenic and as campus leaders.
- Arrange a College Panhellenic informational event each term to highlight the benefits of membership and to generate interest in the recruitment process.
- Enlist current chapter members to wear recruitment-themed shirts and/or buttons and to promote positive Panhellenic contact at all times.

For more ideas, see the NPC resource "[Intentionally Broadening Your Panhellenic's Marketing Efforts.](#)"

# MARKETING BY RECRUITMENT STYLE



NPC supports three recruitment styles – continuous recruitment (CR), partially structured recruitment (PSR) and fully structured recruitment (FSR) – and each requires a tailored approach to marketing. In addition, NPC encourages the use of continuous open bidding (COB) outside of the primary recruitment period, and COB also requires a specific approach to marketing.

In all cases, College Panhellenics should complete the marketing assessment annually and make any necessary adjustments to their marketing plan, including how recruitment is marketed.

## CONTINUOUS RECRUITMENT (CR)

For continuous recruitment, the emphasis is on one-on-one marketing, with chapter members developing relationships and making friends with potential new members. The College Panhellenic should market the benefits of sorority membership to potential new members and their parents/caregivers year-round. Each sorority chapter should also maintain a marketing plan for membership recruitment.

## PARTIALLY STRUCTURED RECRUITMENT (PSR)

For partially structured recruitment, a professional approach to marketing is extremely important even if the structure of recruitment is more casual. The College Panhellenic should seek to attract those who might be interested in joining by promoting the value of Panhellenic friendship and the benefits of sorority membership to both potential new members and their parents/caregivers year-round. “Silence” should be eliminated if it exists in the recruitment rules.

## FULLY STRUCTURED RECRUITMENT (FSR)

For fully structured recruitment, the marketing program should emphasize the opportunity to gain information about all chapters during recruitment rounds and promote the value of Panhellenic friendship. Recruitment should be formatted and marketed in a way that projects a positive image of sorority membership and its benefits to potential new members and their parents/caregivers. The College Panhellenic should also market the benefits of the sorority experience year-round.

## CONTINUOUS OPEN BIDDING (COB)

The intent of continuous open bidding (COB) is to provide maximum opportunities for membership to the greatest number of chapters possible. As with other recruitment styles, a year-round marketing plan highlighting the benefits of the sorority experience will help build interest for sorority membership through COB. In addition, some chapters will want to meet many women through COB and will have events anyone can attend. If requested by the host chapter, the College Panhellenic should help get the word out by sharing the host chapter’s event information on the College Panhellenic’s marketing channels.





# AUDIT AND ASSESSMENT

NPC recommends annual assessment of the College Panhellenic's marketing plan and an annual audit of its online presence. The results of these activities should be used to update the College Panhellenic's marketing plan for the coming year.

## MARKETING ASSESSMENT

### Who are we?

- Define the college/university interfraternal community.
- List the positive benefits of membership.
- What opportunities are provided by membership in a sorority?
- How can the sorority experience appeal to nonmembers?
- What are the strengths and weaknesses of the College Panhellenic community?
- What is the current image of College Panhellenic life on campus?
- What is the message of the College Panhellenic? What do current marketing/public relations materials "say" about sorority membership?
- List the goals of establishing a College Panhellenic marketing plan.

### Who are they?

- Who is the target audience? (List all audiences including current members, administration, faculty, community, potential new members, parents, etc.)
- What is each target audience's current image of sorority membership?
- What are the needs of each target audience?
- How does each audience receive messages most effectively? (Types of media, internet, email, websites, orientation, events, etc.)

### What is our message?

- What is the ideal message of the College Panhellenic?
- What should public relations/marketing materials "say" about sorority membership?
- What can be done to meet the needs of each target audience?

### Get the word out.

- What is the best way to reach each target audience?
- In what ways can the plan be used all year long?

### How was the message received?

- Evaluate the effectiveness and delivery of the message to each target audience.
- Gather feedback from each audience. Did the message meet the needs of each audience?
- Adjust this plan to carry out the mission of promoting sorority membership.

# AUDIT AND ASSESSMENT

## AUDIT OF YOUR ONLINE PRESENCE

Before making any plans for your marketing strategy, performing an audit of your College Panhellenic's online presence can provide guidance for the future. This audit entails reviewing your presence on social media in order to effectively access the needs of your campus for the next year. Let's start by reviewing what to look for in your audit.

### Good Online Marketing:

- Regularly posting on social media.
- Engaging the community through calls to action like commenting or tagging others.
- Celebrating the victories of members such as a coveted internship or receiving an award.
- Showcasing the genuine story of the sorority experience of your community members.
- Recruiting all year by highlighting benefits of membership, activities and chapters on campus.
- Promoting events of the College Panhellenic and chapters on campus.

### Bad Online Marketing:

- Posting irregularly or not using a social media platform at all.
- Only posting on social media around recruitment.
- Providing outdated information on websites such as old recruitment dates, old officers or bad links.
- Not showcasing your community's diversity by highlighting the same chapters or chapter members in every post.
- When a visitor cannot find the answers about recruitment or contact information on a website.

## HOW

Once you understand the importance of performing an audit and what to look for you can move into performing the audit. Below you will find some basic questions when reviewing your social media and website information. This is not an extensive list of everything you should be looking for, but rather a launchpad for social media success.

1. When was the last post on: a. Instagram: b. Facebook: c. Twitter:
2. Are you using NPC or school-specific branding? Yes/No
3. Are you promoting the benefits of the sorority experience year-round? Yes/No
4. Can you easily access contact information on the website and social media? Yes/No
5. Can you easily find how (or when) to sign up for recruitment? Yes/No
6. Are the communications authentically representing the community? Yes/No
7. Other Observations:

Now that you better understand how others perceive your marketing you know what steps to take. If the answers weren't what you were looking for, you can make a change. Start showing the benefits of sorority all year long or make recruitment information more accessible. Success might not happen overnight, but making small, thoughtful changes can help you take big steps forward in reaching your marketing goals.

You can download resources for audit and assessment at: <http://bit.ly/Panhellenic-Marketing>.



# TRAINING THE COMMUNITY



Marketing the College Panhellenic and the sorority experience should be a community-wide effort. When the whole community understands the marketing objectives of the College Panhellenic, they are empowered to be brand ambassadors for your campus. It's also important for members to recognize the implications of their social media posts. Everything a community member posts reflects on the College Panhellenic community and the sorority experience as a whole because the people know she is a sorority member.

## WORKSHOPS

Hosting workshops, either as a College Panhellenic event or encouraging chapters to host one during a chapter meeting, can be one of the most productive ways to educate the community. Share examples the goals of your marketing efforts (e.g., grow the Open House Pool), the importance of those efforts and how community members can help. Provide them ways to be involved in marketing efforts (e.g., through word of mouth, sharing College Panhellenic social media posts) and empower them to assist in promoting the College Panhellenic and the benefits of the sorority experience.

## CONTENT CREATION

Once you have trained your community, you can leverage them to help create content. Allow community members to takeover social media accounts to provide insight into what life as a sorority woman is like. Allow them to ask questions, share videos of themselves and their sorority experience.

You can also ask other Panhellenic women to help create TikTok or Instagram Reels videos. Create a plan for them to submit this content to your Panhellenic. This is a great way to engage your community and allow them to be part of promoting the sorority experience.

# INVOLVING ALUMNAE



College Panhellenics can utilize alumnae support in many ways to help promote the sorority experience on their campus.

## INDIVIDUALS

Your fraternity/sorority advisor (or other Panhellenic advisor) and your NPC area advisor can provide guidance and serve as sounding boards as you develop or adjust your College Panhellenic marketing plan.

In addition, Alumnae Panhellenic members or local alumnae chapter members may be currently employed or have experience in a communications, marketing or public relations role. These professionals may serve as a resource to help College Panhellenics plan and execute their marketing plan or facilitate workshops or other training on various marketing topics. Your NPC area advisor or local Alumnae Panhellenic may be able to connect you to these women or you may work with the chapters of your College Panhellenic to identify alumnae to assist you.

## SORORITY RECRUITMENT INFORMATION EVENTS

Sorority recruitment information events provide a valuable service to potential new members (PNMs) and their parents by sharing sorority recruitment information and promoting membership in National Panhellenic Conference (NPC) member organizations. These events are encouraged for incoming collegiate women, and they should highlight the benefits of sorority membership, including scholarship, service and leadership. To increase interest in sorority communities, members are to promote general membership in women's sororities and not specifically one chapter or inter/national organization.

Parents also should be invited and encouraged to attend College Panhellenic information sessions when possible, including during campus orientation. Whenever possible, Alumnae Panhellenics and College Panhellenics are encouraged to host joint events that promote interest in Panhellenic membership. In areas where there is no Alumnae Panhellenic, alumnae of two or more NPC organizations may host informational events in conjunction with a College Panhellenic. However, these events should focus on providing information regarding positive aspects of Panhellenic membership rather than promoting individual NPC member organizations or a specific College Panhellenic, recognizing the incoming collegiate woman may matriculate elsewhere.

NPC provides a number of resources to Alumnae Panhellenics to help plan and execute sorority recruitment information events. Visit the NPC website for more information.



# OFFICER TRANSITION

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While carrying out the duties of your officer position, you will learn a lot of valuable information that could help the next officer find success. You must plan to share that information with your successor.

Start by getting (or staying!) organized. Create a binder with the relevant information to be shared between officers. Or, use digital resources, such as Gmail and Google tools, to organize and share information. You also should meet directly with the new officer to explain what worked well for you and what did not, what is in the binder or digital files and who and what resources are available.

Examples of what to include in files and share during the officer transition:

- Social media links, login names and passwords.
- Marketing plans and goals.
- Content calendar.
- NPC contact information (area advisor, NPC office).
- Campus contact information (fraternity/sorority advisor, campus newspaper, IT department).
- Alumnae Panhellenic contact information.
- Campus-specific policies and resources.
- Lessons learned.
- Campaign or content ideas that could be used in the future.



# ACCESSIBILITY



The goal of accessibility is to provide equitable access to content, whether printed or digital, to everyone.

Many universities already have accessibility guidelines for their websites and the content on them due to federal and state laws. Your university may already have a resource section on accessibility available on its website, and that is a good place to start.

If your website is university-developed/maintained, your College Panhellenic can work with your webmaster or IT department to guide you and ensure your content can be accessed by the widest possible audience. They also may be able to provide guidance about how to make your content on other online channels, such as social media, accessible to everyone. In addition, you may look to your university's communications/marketing/public relations department as a resource.

Keep in mind, any of these principles for websites also apply to social media.

## Tips\*

- Design websites so all content can be accessed by just a keyboard (and no mouse) in a logical way.
- Hyperlinks should describe the content to be clicked (e.g., use “register for recruitment” rather than “click here.”).
- Use “alt text” for images so a screen reader can read aloud the description of the image.
- If alt text is not available, include a descriptive caption for the image.
- Use high contrast between background colors and text.
- Color can be used to provide visual interest but should not be used as the sole way to convey essential information.
- Limit/avoid flashing images.
- Use subtitles (close caption) for video content.
- Provide a descriptive transcript for video content.

\*This is not an exhaustive list.



# RESOURCES



## GENERAL RESOURCES

- Alumnae advisor/Alumnae Panhellenic members
- College Panhellenic Calendar
- Customized Logos for College Panhellenics
- Fraternity/sorority advisor
- NPC Advocacy Building Blocks
- NPC College Panhellenic area advisor
- NPC Brand Standards
- NPC Education: [College Panhellenic Academy](#) | Phired Up Marketing Sessions | [PR Learning Module](#)
- NPC Manual of Information
- NPC Message House
- NPC Store
- NPCWomen.org & TheSororityLife.com

## CONTENT CALENDAR AND SCHEDULING RESOURCES

- Google Calendar Template
- Google Sheets
- Microsoft Excel
- Social media scheduling tools such as Buffer, Hootsuite or Later
- Trello

## DESIGN RESOURCES

- Adobe Creative Cloud (check for free access from your college/university)
- Canva.com

## WEBSITE BUILDING RESOURCES

- Campus-based resources
- Squarespace
- Weebly
- Wix
- WordPress

## ACCESSIBILITY RESOURCES

- Indiana University “Creating Accessible Content”  
(<https://accessibility.iu.edu/creating-content/index.html>)
- UC Berkeley “Making Your Website Accessible”  
(<https://webaccess.berkeley.edu/resources/tips/web-accessibility>)
- Web Content Accessibility Guidelines (<https://www.w3.org/WAI/standards-guidelines/wcag/>)

# GLOSSARY



**Advertising:** The placement of announcements and messages in time or space to inform and/or persuade members of a particular target market or audience about products, services, organizations, events or ideas.

**Benchmark:** A metric or measure that is used as a standard or average against which to measure future performance.

**Brand ambassador:** A person who embodies the identity of an organization or event in appearance, demeanor, values and ethics.

**Brand recognition:** The ease with which the public can identify an individual, company, product or event.

**College Panhellenic Association:** The cooperative campus organization of all collegiate members of NPC member organizations on the campus.

**College Panhellenic Council:** The governing body of a campus College Panhellenic Association. Each member chapter of the College Panhellenic Association chooses a delegate to sit on the College Panhellenic Council.

**College Panhellenic Executive Board:** The officers of a College Panhellenic Association, responsible for running the day-to-day business of the College Panhellenic Association.

**Communications campaign:** The execution of a strategic plan that includes advertising and public relations for a specific period of time with outlined goals and objectives.

**Creative brief:** A short document that provides a creative team with a succinct overview of the most important items to consider when developing advertising, a brand or a campaign.

**Crisis management:** An attempt by an individual, company or organization to reduce, minimize or control the impact of a calamitous event through various communication techniques.

**Direct digital marketing:** Digital marketing that provides relevant communications or advertising to a specific individual through an email address, a mobile phone number or a web browser cookie.

**Direct mail:** The use of the mail delivered by the U.S. Postal Service or other delivery services to deliver a message or advertisement.

**Engagement:** An active response to a message that reaches a person or persons, e.g. a retweet.

**Exposure:** The extent to which a target audience becomes aware of a message.

**External stakeholder:** Those who are not directly connected to an organization or event, but may be indirectly affected by the organization or event.

**Frequency:** The number of times a message is communicated, e.g. a weekly Instagram post.

**Influence:** The change to someone's attitudes, opinions, beliefs and/or behaviors as a result of an individual, company or organization's messaging.

**Internal stakeholder:** Those who are directly connected to an organization or event.

# GLOSSARY



**Key messages:** A brand's vocabulary that includes the values, words and phrases the public associates with the brand.

**Logo:** A graphic that uniquely represents the identity of an individual, company, organization or event.

**Logomark:** The complete symbol including both type and graphic artwork designed to uniquely represent an individual, company, organization or event.

**Media kit:** A package that contains promotional material and associated information about an individual, product or event.

**Media relations:** The activities involved in working with the media to generate publicity for a product, service, organization or event.

**Media list:** A compilation or database of reporters, editors and producers for newspapers, radio stations, magazines and television stations that a company or organization uses to distribute its messages to the press.

**Medium:** The tool employed to carry messages to potential audiences or target markets. The plural is media.

**Objective:** A measurable achievement toward a specific goal.

**Op-ed:** A piece typically published by newspapers, magazines and the like, that expresses the opinions of a named author usually not affiliated with the publication's editorial board.

**Press/news release:** An announcement that is distributed or released by a company or organization to the public and the media.

**Public relations:** A strategic communication process that builds mutually beneficial relationships between organizations and their publics.

**Reach:** The number of different persons or households exposed to a particular message during a specific period of time.

**Social media:** Sites where users actively participate to determine what is popular.

**Stakeholder:** Those directly or indirectly affected by a company or organization's actions or events.

**Tactic:** An action undertaken to achieve implementation of a broader strategy.

**Tagline:** A short phrase or sentence that identifies the mission or purpose of an individual, company, organization or event.

**Target audience:** The identified people or organizations an individual, company or organization would like to reach with a message.

**Visual branding:** The discernible elements of a brand including colors, images, icons and fonts.

**Wordmark:** A specific design for the written name of an organization, company or product that aids in the recognition of a brand.

