



Best Practices From College Panhellenics in Marketing the Sorority Experience During COVID-19

The National Panhellenic Conference (NPC) has collected best practices and tips from College Panhellenics for marketing the sorority experience during the COVID-19 pandemic as well as year-round.

Designate a Leader

- Elect or assign a Panhellenic woman to be in charge of marketing for the College Panhellenic.
 - Her role is to develop plans for marketing the sorority experience year-round on your campus and ensuring those plans are carried out.
 - She may hold a specific position as outlined in your College Panhellenic's bylaws, be the chair of the Panhellenic's Marketing Committee or be designated or appointed by your Executive Board.

Know Your Audience

- Be intentional about the messages and images you share on different social media channels, such as Facebook and Instagram, as the audience will be different on each platform – what parents and caregivers are looking for is different than what potential members want to see. For example, parents and caregivers might spend more time on Facebook and will be more interested in how sorority membership will help their daughters succeed in college, how sororities are addressing safety concerns, how much sororities cost, among other topics. Potential members will likely spend more time on Instagram and want to know why they should join a sorority, how to register for recruitment, what lifelong benefits they can expect to receive and so on. Tailor messages to fit the platform and the audience.
- Equip Panhellenic women to be brand ambassadors of the sorority experience by offering marketing training to chapter members via a community-wide program. Look to member organization training materials and other resources for background information for your program. Suggested content includes:
 - Proper terminology.
 - Examples of [Positive Panhellenic Contact](#).
 - Examples of authentic and values-based recruitment.
 - Marketing during COVID-19.
- Each Panhellenic has a “personality.” Share content that highlights *who you are* as a community, not what you do. This is especially important when activities may be impacted by social distancing measures.
- Use hashtags to help your audience find your content. For example, include the same hashtags your institution is using on social media to reach prospective and new students (e.g., campus name, campus slogan, #ClassOf2024).



- Prepare “canned” messages to share with potential new members and caregivers that encourages them to reach out for more information about the sorority experience (adapted from the University of Utah College Panhellenic Association):
 - **“I’m interested in joining a sorority”**
 - **Hi (name),**
My name is **Jane Doe** and I'm the **marketing officer** for the **Panhellenic University College Panhellenic**. We're thrilled to know you're interested in joining a sorority. I encourage you to register for primary recruitment. During primary recruitment, you'll be able to meet all the sororities and get to know the members better. Recruitment registration is opening on **insert date here** and will be posted at **panhellenicuniversitycph.com**. In the meantime, follow us on our social media (**@CPHatPU**) on Instagram, Twitter and Facebook. We're still waiting to hear from **Panhellenic University** about what fall on campus will look like; however, our Panhellenic Association is planning for all recruitment contingencies and will keep you posted. Please don't hesitate to reach out if you have any more questions!
 - **“My daughter is interested in joining a sorority”**
 - **Hi (name),**
My name is **Jane Doe** and I'm the **marketing officer** for the **Panhellenic University College Panhellenic**. We're thrilled to know your daughter is interested in joining a sorority. I would encourage her to register for primary recruitment. During recruitment, she'll be able to meet all the sororities through a structured process. Recruitment registration is opening on **insert date here** and will be posted at **panhellenicuniversitycph.com**. In the meantime, I would suggest she follow us on our social media (**@CPHatPU**) on Instagram, Twitter and Facebook. We're still waiting to hear from **Panhellenic University** about what fall on campus will look like; however, our Panhellenic Association is planning for all recruitment contingencies and will keep her posted. Please don't hesitate to reach out if you have any more questions!
 - **“I went through fall recruitment already and dropped before I received a bid. Can I go through again?”**
 - **Hi (name),**
My name is **Jane Doe** and I'm the **marketing officer** for the **Panhellenic University College Panhellenic**. We're thrilled to know you're wanting to give the recruitment process another try. You can totally participate in recruitment again and we'd be happy to have you! Primary fall recruitment registration opens on **insert date here** at **panhellenicuniversitycph.com**. We're still waiting to hear from **Panhellenic University** about what fall on campus will look like; however, our Panhellenic Association is planning for all recruitment contingencies and will keep you posted. Please don't hesitate to reach out if you have any more questions!



Plan and Schedule (and Adjust)

- Use a Google Sheets schedule/calendar to track, plan and schedule social media posts. Add columns to indicate the type of post to make sure postings are diverse and do not focus solely on one topic. For example, the types of posts might include recruitment registration, sister spotlight, chapter spotlight, service, leadership and events. An example calendar is below:

Date	Content	Channel	Category	Complete?
1/2/2020	Alpha Alpha Chapter Spotlight (Initiation Photo from 2019) “Alpha Alpha was founded in 1904 at Panhellenic University and founded on the ideals of sisterhood and service. Check them out at @alphaalphaatpu and hear what their sister Jane has to say below...”	Instagram	Chapter Spotlight	Done
1/4/2020	Photo of Beta Beta and Gamma Gamma sisters “Looking for something more meaningful to add to your college experience? It’s not too late to sign up for primary recruitment at Panhellenic University! Make sure to check out our “Recruitment Highlight” and visit our website for information on how to sign up!”	Instagram and Twitter	Recruitment Registration Promotion	In progress



- Record when a chapter is spotlighted or used/mentioned for Panhellenic content. This way, the Panhellenic member in charge of marketing can track each time a chapter is referenced and make sure representation is fair, equitable and accurate for the community. An example of what this can look like is below:

Date	Alpha Alpha	Beta Beta	Gamma Gamma	Upsilon
1/2/2020	1			
1/4/2020		1	1	
1/6/2020				1
1/7/2020	1			
1/10/2020		1		

- Be prepared to modify your planned content or scheduled posts based on new information. Communicate changes, such as new recruitment dates or locations, as swiftly and accurately as possible.

Encourage Collaboration and Engagement

- Ask each chapter in the College Panhellenic to share a Google Drive folder, or similar shared online folder, with the Panhellenic member in charge of marketing that includes photos or videos from their chapter available for Panhellenic use. This helps Panhellenic marketers so they do not have to search for photos or videos when creating marketing materials, such as flyers or social media posts.
- Spotlight a Panhellenic Woman of the Month who represents the Panhellenic community well and goes above and beyond as a leader, sister and community member. Create a submission form for chapter members to use so the content is similar for each submission and to make it easier for the Panhellenic member in charge of marketing to track submissions. Select a woman from a different chapter each month (to encourage more submissions).
 - Highlight individuals who stand out as the most genuine and real. To promote authenticity, post the submission as is. For those submissions that are not chosen for Panhellenic Woman of the Month, highlight those individuals in an Instagram story and save it as an Instagram highlight.
 - Through this, you will be able to build pride in your community and showcase to potential new members (PNMs) the authentic experience of being a Panhellenic woman within your community.
- Use Instagram Live to create forums for the Panhellenic community and potential new members to share information and ask questions (e.g., recruitment).
- Create online spaces for your Panhellenic community (e.g., Facebook groups) to promote the Panhellenic experience and encourage chapter members to connect with one another.



- Collaborate with chapter members and recruitment counselors to organize “social media takeovers” and provide guidelines for each individual so messaging is consistent and authentic.

Take Advantage of Resources and Tools

- Use NPC resources, such as the [College Panhellenic Marketing Toolkit](#), [design templates and patterns](#) and [Brand Standards Manual](#).
- Pick one design tool (e.g., Canva, Adobe InDesign) to make templates to make it easier to create a consistent brand across platforms.
- Use a scheduling tool (e.g., HootSuite, Buffer, Later) to help you plan and schedule your social media content according to your calendar. Be sure you know how to modify or delete scheduled posts; many tools have smartphone apps where you can do this from anywhere.
- Create a [linktree](#) for your College Panhellenic social media bio so multiple links can be housed in one location. (Note: Depending on your website platform, you also can make a web page with similar functionality.)

Examples of College Panhellenics Marketing the Sorority Experience

- [Auburn University College Panhellenic](#)
- [Kennesaw State University College Panhellenic](#)
- [Lehigh University College Panhellenic](#)
- [Miami University College Panhellenic](#)
- [Syracuse University College Panhellenic](#)
- [The University of Utah College Panhellenic](#)
- [University of Kentucky College Panhellenic](#)