



# RECRUITMENT SOCIAL MEDIA GRAPHIC TIPS & USES

We all know that Social Media is here to stay and it's a great platform for connecting with college students... so use it! We've provided you with banners/headers and social media posts that you can use, not only on your Chapter accounts, but on your personal accounts. Here are a



few tips.

## It's a Chapter effort.

Recruitment doesn't fall just on the Recruitment Advisor. Social Media is a way that the whole Chapter can get involved. Download the graphics, send them out in a Chapter-wide email and encourage everyone to use them on their personal profiles.

## Across platforms.

There are some many Social Media sites out there... Facebook, Instagram, Twitter, Linked-In and Tumblr just to name a few. Post on them all! The graphics were made square so they should look nice on every platform and would make great profile images.

## Include a message.

Graphics grab attention. We've made the graphics with less text in order to have a more visual appeal. It's up to you to provide the message/information in your post. Here are few ideas to think about...

- Talk about why you joined
- Talk about why you love Phi Sigma Pi and your Chapter
- Include a call to action with an invitation to a Recruitment event
- Tag certain friends who you think would make an ideal Member
- Tag your Chapter's Social Media profile or event page
- Create a hashtag for your Chapter's Recruitment and use it



## Post in groups.

Just like you would put posters in certain buildings to attract certain students, post these graphics in certain groups! A great place to start are the "Class of..." groups.