



5 Ways to Use Social Media for PR

1 Member Spotlights

Make recurring posts about your Members to show the diversity, professionalism and campus engagement of your Chapter. Examples could be Brother of the Month, Initiate of the Week or #psprofessionals.

2 Get Visual

The best way to explain to PNMs what Phi Sigma Pi is about is to show them. Take and post pictures and videos from your Scholarship, Leadership and Fellowship events so PNMs can see what it's like to be a Member of Phi Sigma Pi. Your followers are more likely to engage with visual content than written.

3 Tagging and Hashtags

When posting pictures of your successful events, be sure to tag any campus or community organizations that you worked with so they will see it and maybe even share. You can also tag your university to show them the awesome things you are doing. Don't forget to tag Phi Sigma Pi and use relevant hashtags to increase your visibility!

4 Facebook Advertisements

Include advertising funds in your budget, and boost Facebook posts advertising your Recruitment or campus-wide events. You can target individuals based on demographics such as age, location and interests. Even a \$20 boost can increase post reach!

5 Be Current

The best way to use social media is to simply post regularly. Whether it be a #MondayMotivation quote, a picture of your campus in the snow or a re-tweet from another campus organization, posting regularly will increase your social media presence. Creating a Social Media Calendar or using a free scheduler like Hootsuite can help you stay organized.

Pro Tip: Remember to THINK before you post - is it Thoughtful, Helpful, Inspiring, Necessary and Kind? Anything that is posted on your Chapter's social media account should point back to Phi Sigma Pi's mission and brand.