



Public Relations

1 BE CREATIVE

Everyone hands out fliers, hangs posters and sits at tables. Consider ways to make your Chapter stand out.

- Print Recruitment information on cardboard coffee sleeves for the on-campus coffee shop or on bookmarks to leave at the bookstore or library.
- On some campuses, you can paint benches, stools, rocks or bricks that will be visible in the local hangout, on the quad or somewhere else on campus.

2 BE CONSISTENT

Ensure that Potential New Members are getting the same message across all channels, including via email and social media outlets like Facebook and Twitter. Using the Fraternity's mission statement is a great way promote Phi Sigma Pi and convey in a concise way what we are all about.

3 BE VISIBLE

If you want to create a buzz about your Chapter and what you're up to, you have to get out around campus. The absolute best way to increase visibility is to show up in a group with every Member representing in letters. Campus-wide events of all kinds are great places to show off your letters, and you can also hold special Letter Days weekly where everyone represents Phi Sigma Pi in whatever they are doing.

4 BE COLLABORATIVE

Building relationships with other campus organizations is a great way to make an impact at your school. Small Chapters and those struggling with visibility on campus may find these partnerships especially helpful. Before you decide to partner with another group, make sure that you know the values of that organization and that they align with Phi Sigma Pi's.

Conducting a PR Check-up

In order for Public Relations to be successful, your Chapter must be strategic about the information you are sharing about Phi Sigma Pi and how you're sharing it.

Here are some items to review to ensure a consistent message that reflects the identity and mission of your Chapter:

- Check to make sure that the Fraternity name is correct on your tabling materials (tablecloth, banners, etc.)
- Review the school's website to ensure that the Chapter is listed and that the information reflects our organization
- Update all social media accounts with updated logos and language and delete any unused accounts

Check out the Style Guide and Logo and Branding Guide for the most updated info!