

CHAPTER SOCIAL MEDIA REVIEW CHECK-LIST

When reviewing and evaluating your Chapter's Social Media here are a few things to keep in mind:

- IS THERE CONSISTENT BRANDING BETWEEN YOUR CHAPTER'S PLATFORMS?**
 - Chapter's bio filled out
 - Important links are in your bio
 - A consistent look and feel for your Chapter's profile

- DOES YOUR CHAPTER'S SOCIAL MEDIA CURRENTLY UTILIZE ALL ASPECTS OF ENGAGEMENT?**
 - All your Chapter's social media accounts active
 - Stories, highlights and other platform specific engagement are in use
 - Post regularly and consistently on platforms
 - Comment and interact with other campus and community accounts
 - Follows Phi Sigma Pi National account, Members, University, campus and community accounts
 - Utilize hashtags on posts
 - Utilize mention/tagging features on the platform
 - Interact and engage with the accounts that you follow
 - Member's interact, engage and share your Chapter's content regularly

- IS THERE CONSISTENT BRANDING BETWEEN YOUR CHAPTER'S PLATFORMS?**
 - There is a mix of photos, graphics and video content
 - Posts have a call to action or purpose
 - Content focuses on capturing the attention of those outside the organization
 - Content is authentic and shows the personality of the Chapter and it's Members

