



Hashtags for Chapter Social Media

Social media can be an invaluable tool for promoting your Chapter and attracting Potential New Members who want to join Phi Sigma Pi. One way to increase engagement with your posts and reach a broader audience is to utilize hashtags. Hashtags are used to categorize posts so that anyone who searches a certain hashtag will find all of the posts with that hashtag. Here are some common Phi Sigma Pi hashtags and how they can be used on your Chapter's social media:

#PSPScholarship

Use this hashtag when showing Members studying together or learning something new, as well as recognition for a Member's academic accomplishment.

#PSPLeadership

Use this hashtag when highlighting Members volunteering on campus or in the local community, with a local philanthropy or HOBY or participating in a campus-wide event like Dance Marathon or Relay for Life.

#PSPFellowship or #BrothersAreWe

Use this hashtag whenever Members are together on or off campus sharing a meal together, attending an event or doing another activity to build the bonds of Brotherhood.

#ImprovingHumanityWithHonor

Use this hashtag on posts demonstrating how your Chapter lives into Phi Sigma Pi's mission.

#PhiSigmaPi or #PSP

Use these hashtags on all your Chapter's social media posts to engage with fellow Collegiate Members from other Chapters, Alumni Members and the National Office.

Expand Your Use of Hashtags for an Even Greater Reach

- Other Phi Sigma Pi-related hashtags - Many Chapters use hashtags like #WhyPhiFriday or #WearYourLetterWednesday for an ongoing series that can ensure that your Chapter maintains a social media presence during Recruitment and beyond.
- School-specific hashtags - Keep an eye out for hashtags used by campus offices, departments and other student organizations. Your school's initials or tagline, as well as event-specific hashtags related to Homecoming, graduation, etc., are common hashtags that you can use to reach fellow students and other members of the campus community.
- Trending hashtags - Pay attention to the hashtags that are most popular on social media and incorporate them into your regular posts. For example, hashtags like #TBT or #ThrowbackThursday can be used to share old photos of Members. Just make sure that the trending hashtags are also appropriate for use on your Chapter's social media.