SigEp Social Media Guide

Social media is one of the most powerful tools for sharing information. It's easy to use, and it's always on. Through social media, you have the opportunity to increase awareness about your chapter and help others understand the ideals that make SigEp unique.

However, there's no such thing as privacy on social. Everything you post is permanent and has the potential to impact your personal brand and the chapter's brand.

You have the ability impact the chapter's brand and your key audiences through social media. That's why it's your responsibility to ensure that your content appropriately represents SigEp.

While Headquarters staff members do not actively search for posts that violate SigEp's social media guidelines and risk management policies, it is in their best interest to address, and potentially, investigate content brought to their attention.

Facebook

Best Practice	Helpful Hints
Creating a page	• Create a fan page, <u>not</u> a group or a profile that requires adding friends. • Invite your chapter brothers and friends to "Like" the page.
Naming a page	• Mention your school and chapter name so your page is easily searchable and identifiable. Examples: Toledo SigEp, Sigma Phi Epsilon at Marquette, North Dakota SigEp • Avoid using your chapter designation, i.e. Georgia Alpha.
Filling out your page	• Make your profile picture a SigEp logo. • Your info tab should be accurate and communicate your brand (refer to SigEp's official accounts for inspiration). • Keep important info and items like contact information up to date.
Post often, but not too often	• More than two posts a day can become annoying to followers. • More frequency is fine if you have a big event coming up or some really important news, but don't overdo it.
What to post	• Photos and videos will usually be your most engaging content. • Encourage your community. Ex. "Good luck with finals!" or "Welcome back!" • Member spotlights that celebrate your brothers. • Stories from your blog or newsletter, or from SigEp's social media channels.
Don't post inappropriate content	• Don't post something that you wouldn't want your parents, Greek advisors, other chapters or potential new members to see. • Perception is reality. Don't give your community the wrong impression. • Don't advertise parties on your social media accounts. • Stick to content that is about approved chapter events and programming.
Let others post on your wall, but monitor content	• Remove fan posts on your wall if they are spamming, inappropriate or otherwise inconsistent with SigEp's values. • Content that's irrelevant to your chapter's brand can also be removed.
Interact with your fans in the comment threads	• Engage your audience, and they'll engage back over time. • If one of your fans makes a comment that is off-color or insulting, don't retaliate or delete their comments. Simply allow other fans to "self-police" and correct the commenter in question. • If one of your chapter brothers, alumni or someone outside of your chapter posts a comment that is inappropriate, incriminating, untrue, or otherwise harmful to your brand, you may delete their comment.
Create events and invite people	• If you don't have mailing addresses for alumni, they can still find out about events from Facebook. • Publicize events by mentioning them in your status. Do this by typing the @ symbol in your status and type the name of the event.

Twitter and Instagram

Best Practice	Helpful Hints

Creating your account's handle and bio	• Keep it short and simple.
	• Good examples include: @LTUSigEp, @MUSigEp, @UHSigEp
	• Chapter designations (i.e. Virginia Beta) aren't the best options for creating usernames because your audience won't know what it means.
	• Bio examples:
	   o Founded in 1901, we're Building Balanced Men at Universities across the U.S.
	   o Building Balanced Men since [insert charter date]

Profile photo	• A SigEp logo
Gain followers by following others	• That may be the best way for them to find out about you and follow you. • Follow undergraduates, alumni, university officials, other Greek and student organizations, other SigEp chapters, etc.
Don't link your Facebook and Twitter accounts together, so that the same text gets sent out on both platforms	• Take the time to learn the nuances of each site to be more effective on each one. • Twitter lingo is simple. @ symbol makes a hyperlink to a profile; # symbol creates a "Hashtag" or topic that is searchable. Keep hashtags short and to the point and don't overuse/use if not necessary.
Respond publicly to your "fans" that send you Tweets.	• To respond publicly to someone, you have to insert a period before their @username. Ex: ".@officialsigep Thanks for the follow!" • It's fun and it engages people and makes more people aware of your account. (Your followers' followers will see the conversation).
Post several times a day, but don't overdo it	• Don't dilute the value of your messages by posting them too often. • Best practices suggest no more than one post an hour because you don't want users to see more than one of your tweets in a single scroll down the page. It'll come off as overwhelming or annoying.
Remember to keep it appropriate	• Be careful of whom you retweet and mention. You might not want to be associate with an account that hurts your image. For examples, TFM and Old Row-type sources are not accounts you should be engaging with.
Check out who's tweeting about you, or on the same topics as you	• Mention or retweet others, and your name gets out there more. • Search for terms like #SigEpCarlson, #SigEpConclave, #SigEp, #VDBL, #SigEpRecruitment, #YourUniversity, etc.
Create lists like undergrads, alumni, chapters on campus, SigEp chapters, etc.	• Check out what's going in each world, so you can join the conversation.
Send a direct message to exchange non-public information	• You can send a direct message if you both follow each other. • Or, you can change your settings so that anyone can send you a message.

LinkedIn

Encourage your chapter brothers to join the Sigma Phi Epsilon (Official) LinkedIn group!

With over 260,000 living brothers, SigEp is one of the strongest and most reliable networks to leverage as an alumnus or undergraduate. SigEp brothers work in virtually every major corporation in the United States. At least 175 of these corporations employ more than 10 SigEps, many of who are in senior leadership roles.

Members of this groups range from undergraduates to industry leaders, from parents to friends of SigEp; and each request to join is individually screened. Members engage in discussions ranging from industry advice, employer connections and resume tips.

This group is owned and managed by SigEp staff and volunteers who populate the discussions page with relevant stories from SigEp publications, spur conversation, and create subgroups based on geography and industry. Support of this group is designed to foster mentor relationships among alumni and undergraduates, help qualified SigEps find jobs and give birth to grassroots networking events in your metro area.

Whether you work in an urban or rural environment, in business or in medicine, SigEps are in your industry, maybe even your office. To begin leveraging your SigEp network, promoting metro networking events, or connecting with brothers in your field, join the conversation here.

The group is private. In order to join, the group manager must verify your status as a member. To expedite your request to join, please update your contact information.

Unacceptable use of social media

As SigEps, we have a responsibility to show the world what we actually stand for. The following should not be posted by the chapter's social media accounts or individual members' accounts:

- Any writing, photos or videos that include or reference alcohol or drugs, including paraphernalia, or anything that would be in violation of SigEp's Member Safety Policies.
- Anything revealing secrets of the Ritual Rites of Passage or related materials. Feel free to share photos and content from any public ceremonies.
- References to hazing or pledges. Violation will result in disciplinary action from SigEp National Headquarters.
- Any postings to or from Totalfratmove.com (TFM) or similar satirical pages (i.e. Old Row, Barstool, ext.). While their content may be popular, it goes against our Cardinal Principles and the philosophy of the Balanced Man Program.