

# SigEp



## VICE PRESIDENT OF COMMUNICATION

Participant Guide



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(NAME)

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(CHAPTER)

# HOW TO MAXIMIZE YOUR TIME AT CARLSON

## AT CARLSON:

- **Meet brothers from different chapters.** Go out of your way to sit with members that are not from your chapter to build your SigEp network.
- **Be vocal in small group sessions.** You come from a far different chapter experience than everyone else in your track and your ideas and best practices can be very helpful to others, if you voice them.
- **Be an active listener.** Just as you have ideas that can be helpful to others, they have plenty of experiences and information that will be useful for you to take back to your own chapter.
- **Come prepared to every session.** The better prepared that you are going into each session, the more equipped you will be to participate and you will leave with more takeaways that can be implemented back at your chapter.
- **Write down everything that you can.** There is a lot of information that is imparted upon you throughout the weekend and it is easy to forget some important details if you do not write things down. When you go back to your chapter, your notes will help guide you in your post-Carlson planning.

## AFTER CARLSON:

- **Review the goals that you set in your session with the rest of your executive board and volunteers.** This opens the conversation about the direction of your chapter and allows you to align your goals to those of the chapter as a whole (in addition to your fellow officers).
- **Create your action plan for carrying out your goals.** In doing this, you will be laying out the roadmap to achieve your goals with the rest of your executive board and your chapter. You probably started this within your track while at Carlson; spend time refining and finalizing when you return home.
- **Build momentum with your chapter.** At your next chapter meeting, have all the brothers who attended Carlson present to the other members about what was learned and the goals that were set for the chapter. It is important to get their feedback and, ultimately, their buy-in to the vision in order to accomplish these goals.
- **Keep your relationships strong.** Stay in touch with your facilitators and the brothers you met at Carlson and utilize them as a resource in the planning and execution of your goals.

## 2020 Carlson Leadership Academy Substance-Free Policy

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We are fortunate to have opportunities such as the Carlson Leadership Academy made possible through the hard work of our undergraduates and volunteers, and the generosity of our Sigma Phi Epsilon Educational Foundation.

When such opportunities exist, Sigma Phi Epsilon must strive to make the most of it. As such, we expect the very best from everyone throughout the weekend. From the Creed of Sigma Phi Epsilon, artfully crafted by Past Grand President Oscar E. Draper '28-29, we affirm:

*That the word **Virtue** is an inclusive term; that it is not enough that I be merely passively virtuous: I must be positive on virtue's behalf. Therefore, I will stand aggressively for honesty in all walks of life, and I will speak cleanly, play cleanly, and live cleanly. Whenever I can, I will oppose lawlessness and vice.*

*Unless I succeed in being **Diligent**, I cannot be a good fraternity member. Believing that my fraternity can be no greater than any of its members, I shall strive to make it so high and so worthy that men will consider it an honor and privilege to belong to it, and will strive to be admitted to it.*

*That **Brotherly Love** must be given in order to be received, and that it cannot exist without the triumph of the principles of **Virtue** and **Diligence**, for these are essential parts of it.*

Brother Draper went on to say that the role of the citizen is vital to that of a Sigma Phi Epsilon.

*I believe that obedience to the laws of my community and my country is essential to good citizenship; that the laws and rules of my fraternity and my chapter are intended to regulate the actions of its members, one with another, and that without fidelity to those laws and rules I cannot be a good citizen and a worthy member of Sigma Phi Epsilon.*

From Brother Draper's thoughts and those of legendary college coach, Lou Holtz, we find three essential tenets for this weekend:

- **The 'Do Right' Rule.** You know the difference between right and wrong.
- **Commit to Excellence.** Do your best every time.
- **The Golden Rule.** Treat others the way you wish to be treated.

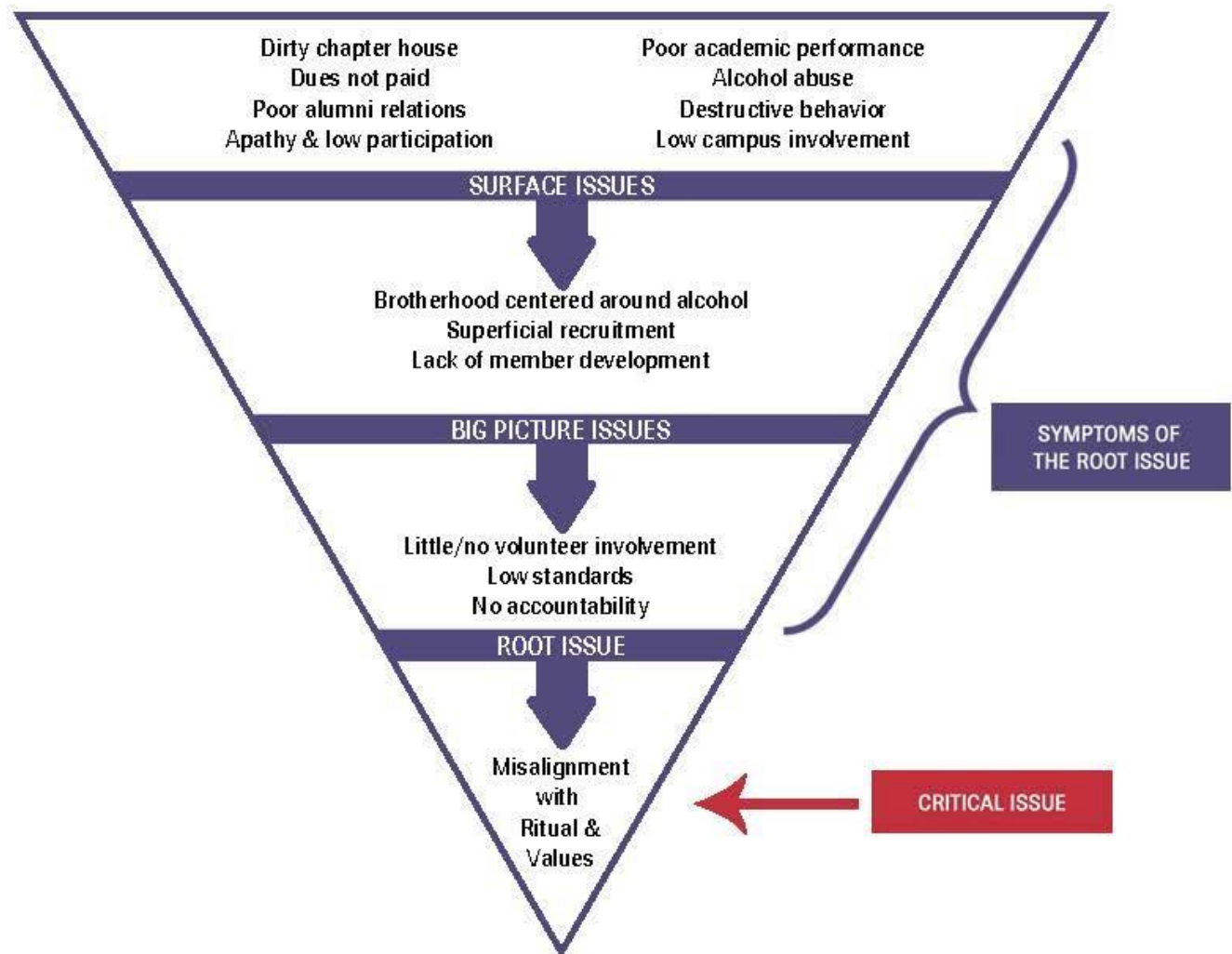
### Rules of engagement:

1. **The Carlson Leadership Academy is substance-free for all undergraduates from arrival on Friday until the close of ceremonies on Saturday evening. Throughout the program, all local, state and federal laws apply.**
2. **Substances, including all illegal and illicit substances, alcohol, marijuana, or controlled substances without an appropriate prescription issued to the user by a licensed professional, are not permitted in any undergraduate hotel rooms through the duration of the program. Throughout the program, all local, state and federal laws apply.**



## The Problem Pyramid

An accurate description of the problem is 90% of the solution.



Without a genuine commitment to the Ritual and Values of Sigma Phi Epsilon by your chapter, you will always be fighting the same symptomatic issues.

## **Expectations:**

What are you looking to get out of this weekend?

What topics do you want to make sure we cover?

## Communications assessment

Skill Set	True (1 point)	False (0 points)
I know how to make posts on social media		
I have created or managed a website		
I know how to use graphic design software		
I am able to use a professional-quality camera		
I can manage a team and delegate tasks effectively		

Total points: \_\_\_\_\_

Social Media Presence	True (1 point)	False (0 points)
My chapter has an Instagram account and has posted in the last two weeks		
My chapter has a Twitter account and has posted in the last two weeks		
My chapter has a Facebook page and has posted in the last two weeks		
We do not follow or repost TFM, Old Row or Barstool from the chapter account		
We do not use stereotypical words like "rush", "pledge" or "frat" in our posts		

Total points: \_\_\_\_\_

Chapter Site Presence	True (1 point)	False (0 points)
Our chapter has a Chapter Site and I know the URL		
We have our Chapter Site URL linked on our social media accounts		
The executive board contact information is up to date		
We have the blog feature on our site actively updated		
Our alumni have admin access to our Chapter Site for alumni engagement		

Total points: \_\_\_\_\_

<b>Communication Plan</b>	True (1 point)	False (0 points)
My chapter uses a post scheduling service like TweetDeck or Hootsuite to plan posts for the semester		
My chapter has a written communication plan		
My chapter has a communications committee with at least three people helping support our brand		
My chapter highlights annual attendance at SigEp's programs and events		
We publish a quarterly newsletter to our key stakeholders		

Total points: \_\_\_\_\_

<b>Resources and Publications</b>	True (1 point)	False (0 points)
I have reviewed the Vice President of Communications officer guide		
I have reviewed SigEp's Storytelling Guide		
I have reviewed SigEp's Branding Guidelines		
I have visited and explored sigep.org		
I have read the SigEp Journal (either online or physical copy)		

Total points: \_\_\_\_\_

# Marketing & Branding

## **BRANDING:**

*Branding is the process involved in creating a unique name and image for a product in the consumer's mind. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.*

What are your core values and principles? (not VDBL)

What inspired our founders to start a new fraternity?

What makes your chapter unique?

What do you want to come to mind when someone hears the name SigEp?

**Can other organizations on your campus answer the questions above the same way? If so, you should reconsider your value proposition.**

## **MARKETING:**

*Marketing refers to the tools you utilize to deliver the message of your brand. Marketing strategies will continually change and evolve. It can be heartfelt, funny, or serious. It can be any mix of text, keywords, photos, graphs, and videos. Marketing will be performed by a variety of online and offline methods.*

## **Building & managing a committee**

You play an important role within the chapter. As the vice president of communications, you bring something to the table that others may not.

**What are the biggest strengths you bring to this position?**

*(examples could include your love for photography, being an excellent writer, etc)*

**What are the biggest needs on my committee? (these tend to be the areas where you're the weakest)**

**How am I going to identify brothers who excel in these areas?**

# Storytelling for various audiences

## Tailoring Messages Worksheet

Audience	Interests	Needs	Delivery Method
University community			
Local community			
Parents & family members			
Alumni & volunteers			
Potential new members			
The Grand Chapter			
Local press and media			

## Committee Structure

Managing communications for a chapter cannot be done alone. One of your first steps as the vice president of communications should be to appoint a communications committee.

You will often be most effective when you successfully leverage other team members to achieve chapter goals. If possible, resist the urge to do everything yourself. Every chapter member has a talent. Find the brothers whose talents have the ability to help you and encourage them to contribute.

Who in your chapter has the following skills?

Skills needed	Potential committee member(s)
Social media	
Storytelling & writing	
Graphic Design	
Photography	
Video	

Who should be on your communications committee?

Name	Phone Number	Email Address	Position

What expectations do you have of your communications committee?

- Attend meetings on [DAY] at [TIME] in [LOCATION]. Provide a valid excuse at least 24 hours in advance if not able
- Bring a pen and something to take notes with
- Provide an update on all projects you are responsible for
- 
-



## **Sample Communications Committee Meeting Agenda:**

The communications committee should be meeting on a weekly or biweekly basis throughout the entire semester. Great SigEp chapters communicate 365 days a year to engage parents, potential new members and alumni. Therefore, the committee should continue to meet.

- a. Opening
- b. Roll call
- c. Review notes/minutes from last committee meeting
- d. Updates to the communications plan
  - i. Collect feedback on previous messages and tactics
  - ii. Committee members report on areas of improvement for future messaging
  - iii. Brainstorm potential Chapter Site blog and social media posts
- e. Upcoming chapter events/functions
  - i. Review chapter calendar and add any upcoming chapter, alumni, campus or community events.
  - ii. Assign roles and responsibilities for upcoming events and communication needs
  - iii. Schedule weekly Chapter Site blog and social media posts
- f. Review of the communication plan
  - i. Review and update committee goals
  - ii. Upcoming events
  - iii. Review committee budget and expenditures, adjust as necessary
- g. Prepare report for chapter meeting
- h. Review action items for all committee members

Closing

## Creating and managing a communications plan

***Communications Plan Template***

<b>Date</b>	<b>Tactic</b>	<b>Message</b>	<b>Purpose</b>	<b>Status</b>
<i>3/1/2020</i>	<i>Blog post</i>	<i>Come to this event! Here's some basic information (date, time, location)</i>	<i>Spread awareness, allow people to accept and invite friends.</i>	<i>Complete</i>

Date	Tactic	Message	Purpose	Status

Date	Tactic	Message	Purpose	Status

## **Action planning: Your chapter's communications plan**

Start thinking about how to build your chapter's communication plan.

**What chapter events or programs will I need to communicate about in the upcoming year?**

**What blog posts will I make on my Chapter Site in the upcoming year?**

# Producing high quality blog posts

December 9, 2019

## Apply to the Balanced Man Scholarship Today!

Categories: **Uncategorized**

By Joe Kurle



Are you a Louisiana State University male student who believes in the ideals of having a Sound Mind and Sound Body? Are you looking for a scholarship that recognizes your achievements inside and outside of the classroom? Sigma Phi Epsilon is offering over \$3,000 in Balanced Man Scholarships.

The Balanced Man Scholarship rewards students who have shown academic excellence, leadership skills, and a commitment to their health and well-being. At the LA Beta Chapter at LSU, SigEp believes that recognizing students who demonstrate balance and all-around excellence is one way to promote this important idea. We are committed to helping our members develop the skills they need to succeed in the classroom, future careers, and everyday life.

There is no requirement of joining the fraternity in order to be eligible to apply or win the scholarship. The application deadline is March 18th, 2020 — take the 15 minutes to apply now!

If you have any questions about the scholarship or the fraternity, please don't hesitate to contact our Balanced Man Scholarship chairman at [labetabms@gmail.com](mailto:labetabms@gmail.com).

**APPLY NOW**

**Title**

**Author**

**Picture**

**Story  
content**

**Contact info**

**Call to  
action**

# Chapter Site blog post worksheet

**Title:**

**Author:**

**Description:** (What are the highlights of your story?)

What image(s) will you use?

**PARAGRAPH 1:**

**PARAGRAPH 2:**

**PARAGRAPH 3:**

**Call to action:** (what are you asking your audience to do?)

**Links & contact info:**

(How can you help your audience take action?)

# Tailoring Messages Worksheet

What's the story being covered?

Audience	Interests	Needs	Delivery Method
University community			
Local community			
Parents & family members			
Alumni & volunteers			
Potential new members			
The Grand Chapter			
Local press and media			



## **Social media worksheet**

How will you promote your story on social media outlets? Be specific! What would your message be? Would you include any pictures and/or videos? What hashtags, if any would you use? Would you tag other organizations/individuals?

**Facebook:**

**Twitter:**

**Instagram:**

**Any other social media outlets you would use? Why? How?**

## **Telling our story: action planning**

Now that you better understand how to tell your chapter stories to larger audiences, take a few minutes to action plan what you will do when you return home to your chapter.

**What great and positive stories can we share with a larger audience? Or what upcoming events could garner positive press for the chapter?**

**What audiences would be interested in these stories and/or events? What can I communicate to them and how?**

# SMART GOAL SETTING AND ACTION PLAN RESOURCE

## SMART GOALS

A SMART Goal is a convenient acronym for the set of criteria that a goal MUST include in order for it to be realized by the goal achiever. There are numerous variations on the SMART acronym, however, the one we will follow is:

### Specific

Goals must be something that can be described and understood easily by others – finite conditions, not general feelings.

Bad example: Increase participation of members.

Good example: Increase attendance at chapter meetings.

### Measurable

Whenever possible, use numbers or percentages to mark achievement of the goal. You can't rely on personal opinion.

Bad example: More members will attend...

Good example: 80 percent of members will attend chapter meetings.

### Attainable

Is the goal realistic? Goals should be a stretch to obtain but not impossible to achieve. Members will work toward what they believe they can achieve and are not inspired by boring, easy goals.

Bad example: 100 percent of members will attend every meeting.

Good example: Increase attendance at chapter meetings by 10 percent from the prior Semester.

### Relevant

Your goals must accurately address the root issue you are facing. Remember, "An accurate description of the problem is 90 percent of the solution."

Bad example: Have alcohol at recruitment events so chapter members will attend and have better conversations

Good example: Teach chapter members tangible recruitment skills and eliminate alcohol from recruitment.

### Timely

Goals must have an end date when they are due. Creating a sense of urgency will push members to work harder. How else will you know when to check performance?

Bad example: Winter

Good example: January 1, 2020

## Examples

Non-SMART Goal: We need to improve recruitment.

SMART Goal: By December 15, 2019, the chapter will have recruited 20 new members who meet or exceed our minimum membership standards.

## **ACTION PLANS**

Every SMART goal must be complemented by a detailed action plan. A good action plan provides the framework for achieving the SMART goal. The action plan helps map out the necessary tasks with a detailed schedule of key milestones and a list of key people for those milestones.

### **Overview**

Great action plans:

- Determine what you will need to hit the goal.
- Provide a timetable for activities.
- Identify people with whom you will need to coordinate and will rely on to contribute.
- Anticipate problems and outline contingency plans.

### **Implementation**

Follow this step-by step process to ensure you have a comprehensive action plan:

1. Clarify your goal.
  - a. Ensure it is specific, measurable, attainable, relevant and timely.
2. Build a list of tasks
  - a. Write down all action steps that you may need to achieve the goal.
3. Organize your list into a plan.
  - a. Decide on the order of action steps.
  - b. Rearrange your actions and ideas into a sequential order.
  - c. Review this list and see if there are any ways to simplify it further.

### **Follow Up**

1. Monitor the execution of your plan.
  - a. Constantly evaluate the progress of your plan.
  - b. Manage the key people and be mindful of deadlines.
  - c. Adjust and optimize your plan if necessary.
2. Measure your success.
  - a. Has your action plan achieved the outcomes of your SMART goal?

**SMART goals and action planning**

Use this worksheet to document your SMART goal(s) and corresponding action plan.

**SMART goal:**

Deadline	Task	Owner	Who is involved?

**SMART goals and action planning**

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Deadline	Task	Owner	Who is involved?

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**SMART goals and action planning**

Use this worksheet to document your SMART goal(s) and corresponding action plan.

**SMART goal:**

Deadline	Task	Owner	Who is involved?

## NOTES

[illegible]









## **VICE PRESIDENT OF COMMUNICATIONS**

### **OFFICER GUIDE**

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## **SUPPORTING RESOURCES**

[SigEp Communications Plan Template](#)  
[SigEp Social Media Guide](#)  
[SigEp Basic Photography Guide](#)  
[SigEp Storytelling Guide](#)  
[SigEp Web Design Guide](#)  
[SigEp Chapter Meetings Guide](#)  
[SigEp Chapter Public Relations Guide](#)  
[SigEp Press Release Handout](#)  
[The SigEp Journal Online](#)  
[SigEp Graphic Files](#)  
[Example of an on-brand recruitment video](#)

# INTRODUCTION

Congratulations on being elected the Vice President of Communications! You have a huge opportunity and responsibility to shape public perception of your chapter. Managing the chapter's communications about programming, recruitment and service learning, and showing the impact of the Balanced Man Program are the keystones of the role.

## The Ideal

The ideal Vice President of Communications is the chapter's chief information officer, chief storyteller, and the primary protector of your chapter's brand as well as the Grand Chapter's brand. By wielding tools like social media, video, mass emails and press releases, you can help shape perception of your chapter and put its brand in a position to thrive on campus.

Your job ensures that our Founder's vision of the fraternity experience lives on day in and day out at every one of our chapters.

## Impact

Through your work, potential new members, university officials, local newspapers and SigEps across the country can see how effectively your chapter is living the Balanced Man Ideal. You can also lead other SigEp chapters by showcasing your success in programming, recruitment and member development.

When you do your job right, you amplify your chapter's influence and expose key stakeholders to the impact of SigEp. You will be able to show the world what a positive fraternal experience looks like, what SigEp actually stands for and how this Fraternity is different.

## Purpose of This Guide

This officer guide can help you make the most out of your time in office. It outlines the necessary steps and supporting resources to ensure that you are most effective in your role, and that you and your chapter see the impact, both personally and as an organization, outlined above.

By breaking down your role into audiences, objectives, tools and tasks, you'll realize the opportunities you have to make an impact in your chapter, on campus and beyond.

Should you have questions or need support, contact your [regional director](#), or SigEp's [Digital Media Director Aaron Jay Ledesma](#).



# PEOPLE

## Introduction

Understanding your role as Vice President of Communications is a responsibility you have to ensure the impact and growth of the chapter. The majority of the chapter's communication will take place online. You are the chief information officer, chief storyteller and the primary protector of your chapter's brand. You are responsible for leading and managing the communications committee to ensure that your chapter's voice is being heard and that its impact can spread further.

To be successful during your term in office you must first understand the key roles and responsibilities as outlined below.

## Key Roles

- Chief information officer.
- Social Media chairman
- Photographer and videographer.
- Website designer.
- Graphic designer.
- Internal communication chairman.
- Chief storyteller.
- Public relations director.
- Communications committee chairman.

## Key Responsibilities

- Appoint the communications committee.
- Create a communications plan.
- Keep your chapter informed of all upcoming events and chapter news.
- Improve university relations with your chapter by sharing positive news about your chapter and its brothers.
- Improve public perception of your chapter by sharing positive news with local news outlets.
- Support recruitment efforts by promoting a positive and accurate view of your chapter.

## Key Responsibilities Continued

- Encourage alumni involvement by making sure your alumni know what your chapter is doing and how they can help.
- Keep parents informed of chapter news and milestones.
- Meet with each member of the communications committee and ensure he understands the expectations of his position.
- Review this Officer Guide and develop a list of what needs to be changed or improved and an action plan to do so.
- Develop and maintain a consistent presence on all social media channels (Facebook, Twitter, Instagram, LinkedIn and/or YouTube).
- Create, maintain and manage a functional chapter website with regular updates that can serve as a resource for brothers, potential new members, parents and other audiences.
- Produce powerful visual images and protect SigEp's visual brand through compliance with SigEp branding standards.
- Communicate with your chapter about important news, updates or upcoming deadlines.
- Take photos of events and other chapter activities.
- Produce recruitment video or any other videos that serve as positive marketing materials.
- Work directly with local and campus news outlets, university administrators and Headquarters staff to share your chapter's positive stories.
- Coordinate with the Alumni and Volunteer Corporation (AVC) to provide news updates, photography and other materials that can be used in the chapter's newsletter, which should be produced by the AVC.
- Assist in running effective chapter meetings.
- Have charge of the seal, books, papers and records of the chapter, except those in the charge of other officers.

The quality of chapter communications will greatly increase when you implement responsibilities.

# Audiences

In your role as an executive officer you will have the opportunity to interact with many different “audiences,” especially as the Vice President of Communications. These are individuals or groups that you will work with on a consistent basis throughout your term in office. Because of this you should start by understanding who your key audiences are, and how they ideally interact with the chapter’s communications.

## **The Chapter**

Keeping your chapter informed of upcoming events, deadlines and opportunities keeps everyone on the same page and helps the chapter operate smoothly.

## **Communications Committee**

You should appoint and manage your committee throughout the course of the academic year and should have weekly meetings and regular check-ins with each member of the committee.

## **Alumni**

Your alumni want to know what your chapter is up to, what you have planned and how they can stay in touch. By working with your AVC, you can communicate with your alumni and keep your ties strong.

## **Potential New Members**

Working with your Vice President of Recruitment, you play a huge part in attracting the right men. Be sure that your social media presence and recruitment communications send the right message—one that will attract the kind of men you want in your chapter.

## **Campus Community**

College undergraduates are naturally curious about Greek life, and you have an opportunity to shape how they view SigEp on your campus. You can use press releases, social media and other means to share your chapter’s story and win over the public.

## **University Administrators**

SigEp is a guest on your campus. Consequently, university administrators have a keen interest in the health and activities of your organization. If you reach out to them and build ties, you can help maintain a smooth and supportive relationship with this important stakeholder.

## Audiences Continued

### Parents and Families

Perhaps no one is as invested in the health of your chapter as its members' parents. You can make a huge impact by simply communicating to them what your chapter is doing. They may even choose to become chapter volunteers or donors!

### Local Community

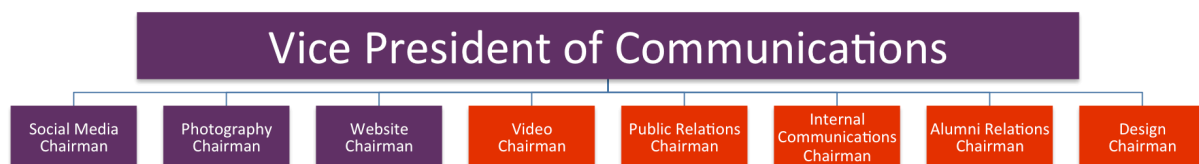
You may have opportunities to communicate with your city newspaper about what your chapter is doing. Sometimes it's because you've done something great you want to share. Other times, it's because something negative has gotten out that you have to defend. Either way, maintaining a good relationship with your community news outlets can be critical to your chapter's success.

### The Grand Chapter

Your chapter is part of a much larger organization. As Vice President of Communications, you also have an opportunity to share your chapter's successes and meaningful stories with the Grand Chapter. Doing so not only gives your chapter positive attention, it also helps inspire other chapters who can follow your example.

## Committee Structure

Managing communications for a chapter cannot be done alone. One of your first steps as the Vice President of Communications should be to appoint a communications committee.



Though filling every chairman position is optional, Vice Presidents of Communications are often most effective when they successfully leverage other team members to achieve chapter goals. If possible, resist the urge to do everything yourself. Every chapter member has a talent. Find the brothers whose talents have the ability to help you and encourage them to contribute. (Purple boxes indicate positions that are highly recommended to appoint.)

## Recommended Committee Positions

**Social Media Chairman:** The chapter's presence on campus isn't enough—it also needs an online presence through popular social media channels (Facebook, Twitter, Instagram, LinkedIn and YouTube). One of the key roles is to manage communications across the platforms with the same core message.

**Photography Chairman:** His main role is to capture the Balanced Man Ideal in action. He's the brother that always has a camera on hand, whether it's his smartphone or a DSLR camera. He never hesitates to capture your chapter's good side.

**Website Chairman:** Many chapters have the need for a functional website. It is this chairman's duty to update your chapter's website biweekly or monthly at least. Potential new members, university officials, parents, reporters and others will look at the website if they need information. It's up to him to have the right information online.

**Video Chairman:** We live in the digital age. It's not enough to write about the good things our chapters are doing—we must capture it. A Video Chairman is responsible for compiling an end-of-year video, a recruitment video or any other chapter videos. This role could be combined with the Photography Chairman, depending on the various talents of the brothers.

**Public Relations Chairman:** This chairman plays an integral role of working directly with local and campus news outlets. One of the best opportunities he has is developing and sharing stories with outlets that may want to feature your chapter.

**Internal Communications Chairman:** Every chapter needs someone to manage the way they communicate. Many chapter use resources like Listserve, ChapterSpot, etc. This chairman is responsible for distributing information within the chapter.

**Alumni Relations Chairman:** Alumni/volunteers are the driving force that helps your chapter take operations to the next level. Have a brother responsible for coordinating with the AVC to strengthen relationships with alumni/volunteers and communicate the positive actions of the chapter.

**Design Chairman:** This chairman is responsible for helping protect the SigEp brand. His key responsibilities would be assisting the chapter by creating posters, banners, graphics, etc. that can be used for various events and programs.

# SKILLS AND CONCEPTS

The following section outlines the most important skills and concepts that will be necessary for you in your role as the Vice President of Communications:

## Creating a Communications Plan

**Role:** Vice President of Communications

**Responsibility:** Appoint the communications committee and create a communications plan.

**Purpose:** Effective executive boards plan out chapter operations before the academic year even begins. With that in mind, you should also plan communication tasks within that calendar. This may seem like a lot of work, but planning ahead gives you more time to produce quality content.

**Why:**

- Allows you to think long-term—even months ahead of time.
- Writing it down means you can share it with the rest of the chapter.
- Writing down steps makes it easier to delegate specific assignments to members of your committee (or anyone else who wants to help out).

**How:** Utilize the [SigEp Communication Plan Template](#).

**Example:** The month of November and tasks to consider.

- Happy Founders Day post on November 1.
  - Facebook, Twitter and Instagram.
  - Look for an image that SigEp's official accounts posted and share it.
  - Post facts about our Founders and history every day of that week.
- Take a photo of your chapter at the Founders Day Dinner and post it.
- Take photos of alumni weekend, for example:
  - Alumni group photos of different classes.
  - Alumni and undergraduates networking.
  - Awards ceremony.
  - Dinner.
- Post a photo of brothers celebrating who went through a Rite of Passage.

## Social Media

**Role:** Social Media Chairman.

**Responsibility:** Develop and maintain a consistent presence on all social media channels (Facebook, Twitter, Instagram, LinkedIn and/or YouTube).

**Purpose:** 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.

**Platforms to consider:** There are a number of different social media platforms out there, but they aren't all right for your chapter. When in doubt, refer to SigEp's official social media channels to see what platforms the Headquarters staff is using. Here are the suggested platforms:

- Facebook Page.
- Twitter.
- Instagram.
- LinkedIn Group.
- YouTube.

As the Vice President of Communications or Social Media Chairman, one of your first tasks should be to read about SigEp's social media practices. Doing so will allow you to have a strong bearing when making decisions regarding the social reach of the chapter.

More information about each social media platform can be found in the [SigEp Social Media Guide](#).

## Writing and Pitching Stories

**Role:** Public Relations Chairman.

**Responsibilities:**

- Work directly with local and campus news outlets, university administrators and Headquarters staff to share your chapter's positive stories.
- Coordinate with the Alumni and Volunteer Corporation to provide news updates, photography and other materials that can be used in the chapter's newsletter, which should be produced by the AVC.

**Purpose:** One of your best opportunities as Vice President of Communications is sharing stories with news outlets that may want to feature your chapter. This could include your campus newspaper, city and state media, your university's news outlets and our Fraternity's national publications like *The SigEp Journal* and Blog.

**How to:** Though there are many ways to pitch a story, one traditional and proven way is to share a press release, which is simply a standardized way to communicate your news with an outside news source. Examples of stories you could tell include:

- Your chapter completes a major service learning or community service project that benefits campus or the community.
- Your chapter hosts an event that's open to more than just Greeks.
- A member of your chapter is selected to attend the Tragos Quest to Greece, Ruck Leadership Institute or achieves another prestigious honor.
- Your chapter wins a Buchanan Cup or other prestigious award.
- A member of your chapter breaks an academic or athletic record or receives recognition for athletic or academic excellence.

More information can be found in the [SigEp Storytelling Guide](#), [SigEp Chapter Public Relations Guide](#) and [SigEp Public Relations Tools](#).

## Web Updates

**Role:** Website Chairman.

**Responsibility:** Create, maintain and manage a functional chapter website with regular updates that can serve as a resource for brothers, potential new members, parents and other audiences.

**Purpose:** Many chapters have need for a functional website. It is this chairman's duty to update your chapter's website biweekly, or monthly at least. Potential new members, university officials, parents, reporters and others will look at a website if they need information. It's up to this chairman to have the right information online.

**How to:** Utilize the [SigEp Web Design Guide](#).

## Photography/ Videography

**Role:** Photography and/or Video Chairman(s).

**Responsibilities:**

- Take photos of events and other chapter activities.
- Compile an end of year video, a recruitment video or any other chapter videos.

**Purpose:** A picture is truly worth a thousand words, and sometimes more! We live in a culture that feeds off of visualizing stories. Photos are one of the most popular forms of communication. So, it is important for you to have a camera on hand or a brother who can photograph every event.



**How to:** Organize a photography training seminar or event: Recruitment or end-of-year videos that are composed of pictures of guys standing together with their arms around each other don't fully communicate the impact of SigEp.

**Example:** The American University Chapter made a [recruitment video](#) that was on brand and had a message that would appeal to the right kind of potential new member.

More information can be found in the [SigEp Basic Photography Guide](#).

## Effective meetings

**Role:** Assist in running effective chapter meetings.

**Responsibilities:** Take lead on organizing, editing and producing the agenda, minutes and order of business.

**Purpose:** The Vice President of Communications is the chief information officer. You have the responsibility to maintain strong lines of communication externally and internally.

**How to:** Utilize the [SigEp Chapter Meetings Guide](#).

# Important Concepts

## The chapter's brand and how it communicates

**Why it's important:** *"Your brand is what people say about you when you leave the room."*  
- Jeff Bezos, CEO and Founder of Amazon

**Explanation:** The chapter's brand is what differentiates it from all the other chapters on campus. Take SigEp on a national level for example. SigEp is a well-respected brand on college campuses. Our principles are Virtue, Diligence and Brotherly Love. We are passionate about providing a transformative experience in college and after graduation. We are the largest Fraternity with more than 15,000 undergraduates and more than 317,000 lifetime members. Our approach to the fraternity experience has led us to become a valued partner in higher education.

For every negative story out there, it could take more than 100 positive stories to make up for that loss in brand image. To be the best, you have to be seen as the best by your target audiences and unintended audiences.

## Sharing positive stories, especially about the Balanced Man Program (BMP)

**Why it's important:** The philosophy of the BMP is the cornerstone of our Fraternity. As the Vice President of Communications you should be sharing how each of your brothers, and the chapter as a whole, are living our values and principles on a daily basis. The power of communication will show the world that our Fraternity is truly different.

The media has reported many negative stories this past year. It has led many to question the relevance and need for fraternities on college campuses. It's up to your chapter to defeat the stereotypes and prove that fraternities, when done right, can be life changing.

**Explanation:** Think about what our Founders said in 1901 ... *"This fraternity will be different."* The biggest issue that all fraternity chapters face is stereotypes. The media shares negative stories about fraternities. Your position is important because you can be the one who can provide the positive stories.

More information can be found in the [SigEp Storytelling Guide](#), [SigEp Chapter Public Relations Guide](#) and [SigEp Public Relations Tools](#).

Consistently sharing positive stories will set the expectation for the chapter brothers on how they should behave, interact with others on campus and do more during their college career. This expectation also extends to chapters across the country. Every time a chapter's story is highlighted via the SigEp Headquarters staff, almost a dozen follow up with their version of a similar story. Your stories provide inspiration to brothers inside and outside of your chapter.

## **Delegate your way to success**

**Why it's important:** There are several methods of communicating that cannot be run by a single person. Vice Presidents of Communications that try to do everything by themselves burnout and are ineffective in their role, and they lose their passion for storytelling. Being able to know what should be delegated to other members and ways to go about doing this are essential for your role.

**Explanation:** Your effectiveness in delegating responsibilities is only as good as the person that you have completing these tasks. Make sure to select reliable and hardworking committee members.

## **Chapter buy-in on proper, positive communication**

**Why it's important:** The chapter's brand can only be positive when members are excited and want to participate in making it positive.

**Explanation:** Get input from members about the activities and events that they want to share with the community. Ask them who has had a transformational experience, and tell them to share it. Tell them to focus on sharing with others why SigEp is different. After you get feedback, add ideas and action items to the communications plan.

# PLANNING

Proper planning is essential for all chapter leaders. This section provides an outline and initial steps for what you will need to do to plan your year as the Vice President of Communications.

## First Steps

Below is a list of the first steps a Vice President of Communications should take in the position. Remember, they do not have to be completed in this exact order, but all should be done in a timely manner after being elected.

1. Read this guide and the supporting resources for your position that are included at the end of this guide.
2. Attend the officer transition retreat.
3. Become familiar with SigEp's website, social media channels and the resources available for the Vice President of Communications.
4. Appoint the communications committee.
5. Set up a weekly meeting time with this committee.
6. Ensure the committee understands expectations for its given position and start delegating tasks to them.
7. Develop a [SigEp Communications Plan](#).
8. Schedule a call or meeting with your regional director to discuss your position and goals.
9. BEGIN SHARING YOUR CHAPTER'S STORIES!

## A YEAR IN THE LIFE

As the Vice President of Communications you have many things to keep on your radar throughout the year. Your duties include communication and organization of information. If you possess these talents and you complete the following action items each week, you will be a great Vice President of Communications.

Here is a snapshot that can serve as a reminder and help you with specific tasks over the course of an academic year.

Task	Timeline
Elections	Late November
Meet with next or previous Vice President of Communications and begin individual transition.	Early December
Attend executive transition retreat with new officers.	Early December
Study committee structure and appoint committee members.	Early December
Review your officer guide, SigEp's website, social media channels and the resources available for the Vice President of Communications.	Early December
Meet with previous Vice President of Communications and begin individual transition.	Early December
Using the chapter and university calendar, create a <a href="#">SigEp Communications Plan</a> .	Winter break
Set and review goals with each committee member.	Winter break
Manage your chapter's social media channels.	Daily
Take minutes at chapter meetings and distribute them to members.	Weekly
Provide calendars for all members outlining upcoming communication plans, or share a link to an updated calendar or bulletin.	Weekly
Attend weekly chapter meetings and report on all activities within your committee.	Weekly
Meet with communications committee.	Weekly
Update communications plan in consultation with executive board and communications committee.	Weekly
Take photos at all chapter events.	Continuously
Update the chapter website with the latest information and news.	Continuously
Share news, stories and photos with SigEp Headquarters staff.	Continuously
Meet with and begin preparing possible successors.	Continuously
Conduct an audit of achievements of the chapter and individual brothers.	Continuously

# CONCLUSION

## Summary

The role of the Vice President of Communications is one of the most integral to the chapter experience, and when done well it can show the world how SigEp is different. To be successful you must stay organized, plan in advance, select a strong committee and work effectively with them, and ensure that the chapter's communications align with the philosophy that is embodied by our Ritual and Founders' vision.

## Additional Resources

In addition to this document, you have a host of other resources at your disposal to help guide you during your time as the Vice President of Communications. Below is a list of these that you should take time to research and understand:

### **SigEp Communications Plan template**

Planning is a key to success. This template will allow you and your communications committee to plan ahead by drafting messages that will be relevant throughout the year.

### **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. This guide will help you increase awareness about your chapter and help others understand the ideals that make SigEp unique.

### **SigEp Basic Photography Guide**

A picture is truly worth a thousand words. Our brothers can only talk about the SigEp experience so much before people want to see what it actually looks like. This guide will introduce basic tips that will help you capture and share high quality photos.

### **SigEp Storytelling Guide**

What makes a good story? This guide will help you identify the common topics that make a SigEp story worth sharing.

### **SigEp Web Design Guide**

Need to upgrade your chapter's website? The rules of web design have changed dramatically over the past decade. This guide will point out the best practices from chapters that have a strong website design.

### **SigEp Chapter Meetings Guide**

Weekly chapter meetings are designed to inform all chapter members of upcoming events, to hear committee and financial reports, and to have the chapter make decisions on important business. This guide will help you run chapter meetings and record minutes.

### **SigEp Chapter Public Relations Guide**

One of your best opportunities as Vice President of Communications is sharing stories with news outlets that may want to feature your chapter. This guide will help you understand how to get your story out there.

### **The SigEp Journal**

Published continuously since 1904, the SigEp Journal is published twice each year to serve alumni and undergraduate members of the Fraternity, as well as parents, friends and prospective members. The Journal strives to show how the SigEp experience has improved the lives of members over time, to encourage involvement and financial support, and to instill pride in the mission and accomplishments of the Fraternity. You will find inspiration by reading the SigEp Journal.

### **SigEp Graphic Files**

Need to promote your chapter? Use one of SigEp's many symbols to do it.

The Fraternity graphic images should be used only by brothers of chapters in good standing with Sigma Phi Epsilon. Other authorized users include licensed vendors and partners of Sigma Phi Epsilon.

Use only the graphic images and files provided here for your materials. These images are high quality, in standard formats and properly sized and specified to align with the graphic standards of the organization. Do not distort or change these images or associate them with other images or messages that detract from the values of the Fraternity.

### **Example of an on-brand recruitment video**

Every year chapters spend time creating recruitment videos. Unfortunately, many fail to truly promote the SigEp experience. However, brothers from American University worked together and created a recruitment video that shows the meaning our Fraternity. Take a look and see how they did it.

# Communications Plan Template

Date	Tactic	Message	Purpose	Status
<i>3/1/2015</i>	<i>Create Facebook event</i>	<i>Come to this event! Here's some basic information (date, time, location)</i>	<i>Spread awareness, allow people to accept and invite friends.</i>	<i>Complete</i>



# 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 does not actively search for posts that violate SigEp's social media guidelines and risk management policies, they do have the responsibility and legal obligation to address and, potentially, investigate content in question.

For questions, comments or concerns regarding your chapter's social media or SigEp National Headquarters' social media, please contact **Digital Media Director Aaron Jay Ledesma**.



Best Practice	Helpful Hints
Creating a page	<ul style="list-style-type: none"> <li>• Create a fan page, <u>not</u> a group or a profile that requires adding friends.</li> <li>• Invite your chapter brothers and friends to “Like” the page.</li> </ul>
Naming a page	<ul style="list-style-type: none"> <li>• Mention your school and chapter name so your page is easily searchable and identifiable. Examples: Toledo SigEp, Marquette SigEp, North Dakota SigEp</li> <li>• Avoid using your chapter designation, i.e. Georgia Alpha.</li> </ul>
Filling out your page	<ul style="list-style-type: none"> <li>• Make your profile picture a SigEp logo or a picture of your house.</li> <li>• Your info tab should be accurate and communicate your brand (refer to SigEp’s official accounts for inspiration).</li> <li>• Keep important info and items like contact information up to date.</li> </ul>
Post often, but not too often	<ul style="list-style-type: none"> <li>• More than two posts a day can become annoying to followers.</li> <li>• More frequency is fine if you have a big event coming up or some really important news, but don’t overdo it.</li> </ul>
What to post	<ul style="list-style-type: none"> <li>• Photos/videos are some of your most engaging content.</li> <li>• Encourage the community. Ex. “Good luck with finals!” or “Welcome back!”</li> <li>• Member spotlights that celebrate your brothers.</li> <li>• Recruitment videos that promote your chapter.</li> <li>• Stories from your blog or newsletter, or from SigEp’s social media channels.</li> </ul>
Don’t post inappropriate content	<ul style="list-style-type: none"> <li>• Don’t post something that you wouldn’t want your parents, Greek advisors, other chapters or potential new members to see.</li> <li>• Perception is reality. Don’t give your community the wrong impression.</li> <li>• Don’t advertise parties on your social media accounts.</li> <li>• Stick to content that is about approved chapter events and programming.</li> </ul>
Let others post on your wall, but monitor content	<ul style="list-style-type: none"> <li>• Remove fan’s posts on your wall if they are spamming, incriminating or otherwise not consistent with SigEp’s values.</li> <li>• Content that’s irrelevant to your chapter’s brand can also be removed.</li> </ul>
Interact with your fans in the comment threads	<ul style="list-style-type: none"> <li>• Engage your audience, and they’ll engage back over time.</li> <li>• 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.</li> <li>• 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.</li> </ul>
Create events and invite people	<ul style="list-style-type: none"> <li>• If you don’t have mailing addresses for alumni, they can still find out about events from Facebook.</li> <li>• Publicize events by mentioning them in your status. Do this by typing the @ symbol in your status and type the name of the event.</li> </ul>



## Twitter and Instagram

Best Practice	Helpful Hints
Creating your account's handle and bio	<ul style="list-style-type: none"> <li>Keep it short and simple.</li> <li>Good examples include: @LTUSigEp, @MUSigEp, @UHSigEp</li> <li>Again, chapter designations aren't the best options for creating usernames because your target audience won't know what it means.</li> <li>Bio examples: <ul style="list-style-type: none"> <li>Founded in 1901, we're Building Balanced Men at 228 chapters across the U.S.</li> <li>Building Balanced Men since [insert charter date]</li> </ul> </li> </ul>
Profile photo	<ul style="list-style-type: none"> <li>Again, a SigEp logo, chapter house, etc.</li> </ul>
Gain followers by following others	<ul style="list-style-type: none"> <li>That may be the best way for them to find out about you and follow you.</li> <li>Follow undergraduates, alumni, university officials, other Greek and student organizations, other SigEp chapters, etc.</li> </ul>
Don't link your Facebook and Twitter accounts together, so that the same text gets sent out on both platforms	<ul style="list-style-type: none"> <li>Take the time to learn the nuances of each site to be more effective on each one.</li> <li>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.</li> </ul>
Respond publicly to your "fans" that send you Tweets.	<ul style="list-style-type: none"> <li>To respond publicly to someone, you have to insert a period before their @username. Ex. ".@officialsigep Thanks for the follow!"</li> <li>It's fun and it engages people and makes more people aware of your account. (Your followers' followers will see the conversation).</li> </ul>
Post several times a day, but don't overdo it	<ul style="list-style-type: none"> <li>Don't dilute the value of your messages by posting them too often.</li> <li>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.</li> </ul>
Remember to keep it appropriate	<ul style="list-style-type: none"> <li>Be careful of whom you retweet and mention. You might not want to associate with an account that hurts your image. Ex. TFM is not an account you should be engaging with.</li> </ul>
Check out who's tweeting about you, or on the same topics as you	<ul style="list-style-type: none"> <li>Mention or retweet them, and your name gets out there more.</li> <li>Search for terms like #SigEpCarlson, #SigEpConclave, #SigEp, #VDBL, #SigEpRecruitment, #YourUniversity, etc.</li> </ul>
Create lists like undergrads, alumni, chapters on campus, SigEp chapters, etc.	<ul style="list-style-type: none"> <li>Check out what's going in each world, so you can join the conversation.</li> </ul>
Send a direct message to exchange personal contact information	<ul style="list-style-type: none"> <li>You can send a direct message if you both follow each other.</li> <li>Or, you can change your settings so that anyone can send you a message.</li> </ul>



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

With over 300,000 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 associated with the Ritual Rites of Passage or related materials.

References to hazing or pledges. Violation will result in disciplinary action from SigEp National Headquarters.

Any postings to or from Totalfratmove.com (TFM) and its various social media accounts. While TFM may appear to be entertaining, its content goes against our Cardinal Principles and the philosophy of the Balanced Man Program.

# SigEp Basic Photography Guide

## Invest in photography

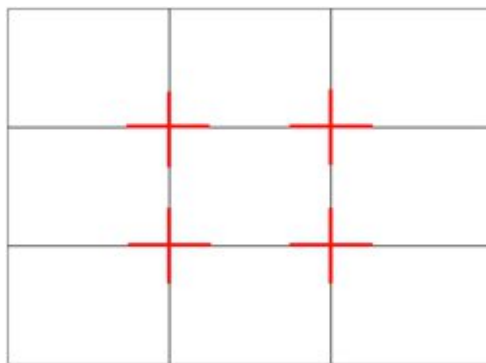
A picture is truly worth a thousand words. Our brothers can only talk about the SigEp experience so much before people want to see what it actually looks like. Here are some of the benefits to capturing and sharing high quality photos.

- Recruitment – Potential new members can see the value in the SigEp experience through your photos.
- Fundraising – If your chapter and AVC decide to launch a campaign, visuals will definitely be needed.
- Alumni relations – As we are constantly looking to engage and recruit alumni to become volunteers, you need to show them the value of giving their time to the chapter.
- Social media – No more pixilated photos. Stand out above the competition and have a professional look on your social media channels.
- Newsletters – In order to help your AVC produce the best newsletter possible, you need to be able to provide them with photos that will enhance the publication.
- Chapter history – Every photo you capture and save goes down in history.

To begin investing in photography, consider purchasing a point-and-shoot or DSLR camera for the chapter. Both options will produce higher quality photos than your phone.

## Practice the Rule of Thirds

The Rule of Thirds is one of the most well known rules of photography composition. The rule has you divide an image into thirds so that you have a nine-sectioned grid. Typically, you do this when you look at your subject through a screen or viewfinder.



The grid helps you identify the four important parts of your subject that you should consider placing points of interest.

Professional photographers suggest that an off-centered composition is more pleasing to the eye and looks more natural than one where the subject is placed right in the middle of the frame.

Use this photo of one of our brothers as an example. See the difference between when he placed on a point of interest versus directly in the middle?



## Understand your lighting

Lighting can be one of the most difficult aspects of photography. However, you can learn to understand and control your setting.

Typically, brighter settings are the best to work in. Low lighting settings cause your photos to become more pixilated because the camera has to compensate for the lack of light.

The sun will supply the majority of your lighting. On a sunny day, it can be bright and hard, highly directional and cast long shadows. On a cloudy day, it can diffuse and be shadow-free. Most photographers prefer to shoot on cloudy days because they gain more control on the lighting and have an easier environment to work in.

## Preserve the quality of your photos

Before shooting, always make sure your camera is set on capturing images on the highest setting possible. For DSLR cameras, shooting in RAW is the best.

Image quality settings are key to ensuring that each photo has the highest resolution possible. The higher the resolution, the easier it is to edit and to publish online or in print.

## Share your photos!

Please share all of your chapter's photos by sending them to [communications@sigep.net](mailto:communications@sigep.net) or by posting them on social media and tagging SigEp.

# SigEp Storytelling Guide

## What makes a good story?

1. Things that align with our goals.
2. Relevance.
3. Relatable to everyone.
4. Pictures.
5. Personal perspective.
6. Unique stories.
7. Interesting characters.
8. Catching people winning.
9. Widely accessible.
10. Narrative.
11. SigEp specific take away message.
12. Partners in higher education.
13. Sharing and living the SigEp experience.
14. Going against stereotypes.
15. Building Balanced Men.
16. Successful alumni.
17. Cardinal Principles.
18. Call to action.
19. Inspiring.
20. Demonstrating Sound Mind/Sound Body.
21. Challenging the process.
22. Big accomplishments/big scope.
23. Diversity.
24. Personal and emotional connections.
25. Emphasize positive brotherhood.
26. Raising the bar.
27. Peer to peer advice.
28. Elements of surprise and novelty.
29. Quotes.



# SigEp Web Design Guide

Your chapter is a brand, and every brand needs a website to be successful.

To understand why, think about your target audiences: the chapter, communications committee, alumni, potential new members, campus community, university administrators, parents and families, local community and the Grand Chapter. All of them need access to your brand's information.

A well designed website allows you to control what information they find. Here are some tips and examples of effective web design:

## Brand the chapter without using insider language

Too many chapters use chapter designations or abbreviations to brand themselves. Your audiences do not know this. Your brand name should be a combination between SigEp and your university's name.

### Good examples:

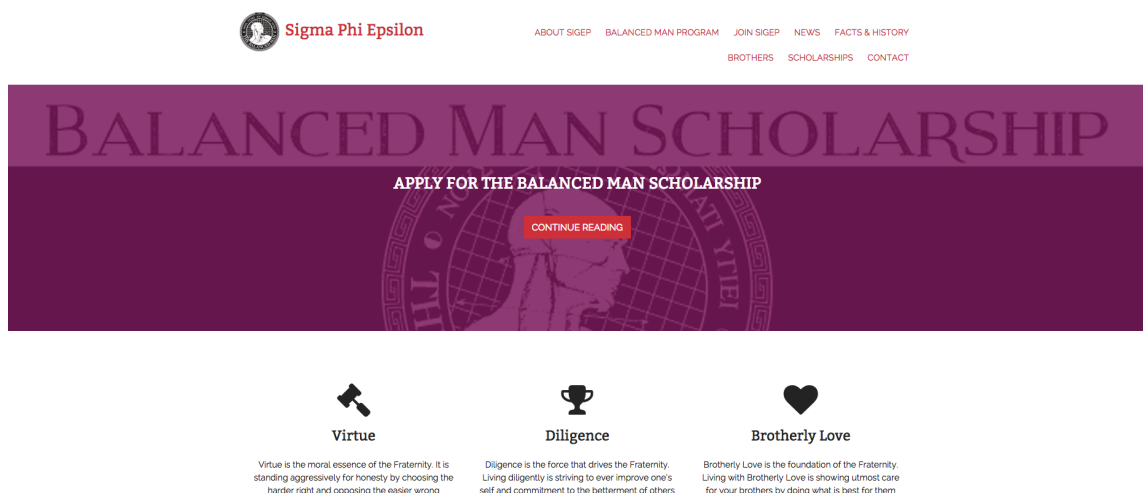
- Marquette SigEp
- SigEp at Northern Iowa
- Georgetown, or GU, SigEp

### Bad examples:

- Georgia Zeta
- Texas Beta Gamma
- NJA

## Create a clean design

People love simplicity. Think of brands that you enjoy following. There's a good chance all of them have clean web designs that enhance your user experience. It's up to you to use the right visual design and colors to create a similar experience for your audiences.





## Guide visitors through easy navigation.

If you want users to explore your website and find the information they're looking for, you have to guide them along the way. Navigation is key. Do not create more than seven navigation tabs.



## Common navigation tabs

- Home
- About
  - History of Sigma Phi Epsilon
  - Chapter History
  - The Balanced Man Program
  - Service-learning and Philanthropy
  - Contact Us
- Our brothers
  - Meet the Executive Team
  - Current Members
  - Prominent Alumni
- Joining
  - Why Join?
  - Recruitment Information
  - Recruitment Schedule and Registration
- Scholarships
  - Balanced Man Scholarship
  - Others
- Alumni and Volunteers
- Parents
  - Parents Information Guide
  - How to get involved
- SigEp National Headquarters (which links to sigep.org)

## Keep your messages short

Most readers skim through content. If your visitor sees a giant paragraph of text or has to scroll to see the rest of your message, it's definitely too long. If you have a lot to share, a best practice would be to break up the text using bullet points or lists.

## Share appropriate, high quality photos

Your audience wants to picture the SigEp experience. Consider your website as an art to the marketing of your chapter's brand. How do you want it to be perceived? Share photos that will show the positive and meaningful aspects of the Fraternity.

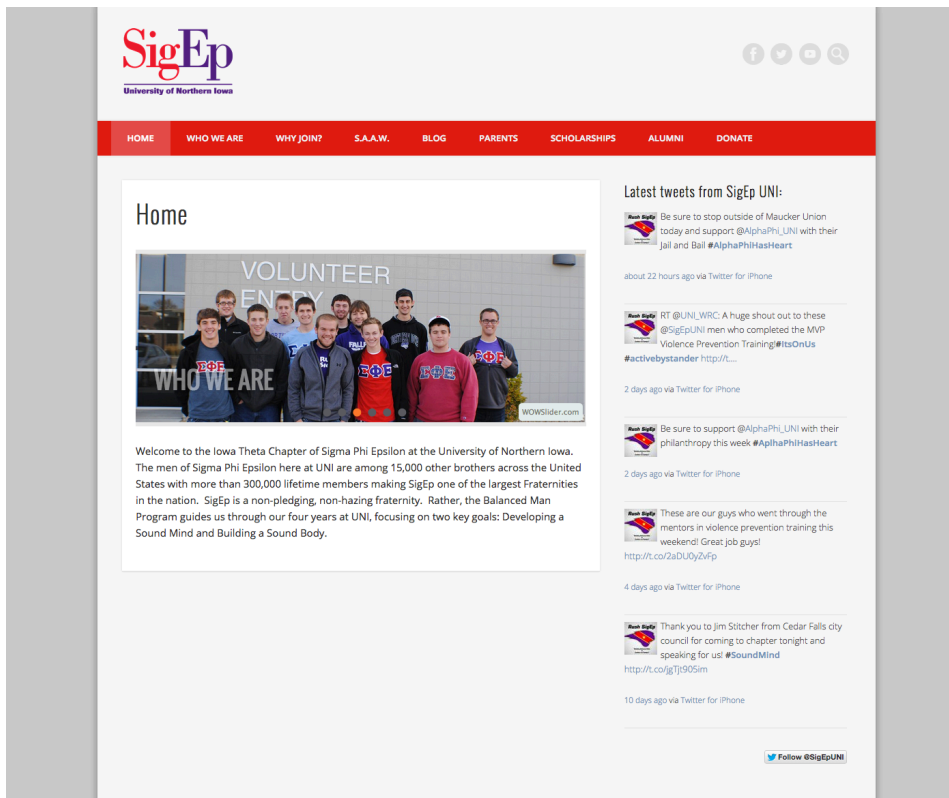
## Provide contact information

Every brand needs to share how their audiences can get in touch. You should have at least one email listed and a mailing address. Many chapters tend to have the executive committee's contact information available on their information page.

## Maintain a social media presence.

Social media is the best form of communication today. The majority of your audiences will be using social media platforms. Be sure they can discover where to find you. Hyperlink social icons that can take visitors to:

- Facebook.
- Twitter.
- Instagram.
- YouTube.
- LinkedIn.



## Learn from the best

With more than 200 chapters across the nation, there are many examples to choose from when designing your chapter's website. Here are some examples:

- [Case Western](#)
- [Drexel](#)
- [Northern Iowa](#)
- [Wichita State](#)

## Design with ease

There are many ways to create and design a website. With a chapter budget and accessibility in mind, here are some great platforms to use for your chapter's website:

- [Go Daddy](#)
- [Squarespace](#)
- [Weebly](#)
- [Wix.com](#)
- [WordPress](#)

# SigEp Chapter Meeting Guide

## The Importance of Chapter Meetings

Weekly chapter meetings are designed to inform all chapter members of upcoming events, to hear committee and financial reports, and to have the chapter make decisions on important business. These meetings are not to debate minute details—that is the job of the committees and officers.

The order of business is standard and parallels that of any business meeting you will encounter during your professional career.

## Order of Business

- Roll call.
- Reading of the minutes of the preceding meeting.
- Chapter president report.
- Vice president of programming report.
- Vice President of finance report.
- Vice President of member development report.
- Vice President of recruitment report.
- Vice President of communications report.
- Standards board report.
- Reading of notices and communications.
- Unfinished business.
- New business.
- Proposals for membership.
- Reports of sickness.
- Remarks for the good of the Fraternity.
- Distribution of membership cards and certificates (as needed).
- Installation of officers (as needed).
- Reading or discussion of Ritual.
- Closing.

## Duties of the vice president of communication

Following the meeting, distribute minutes to the chapter and archive for recordkeeping.

# SigEp Public Relations Guide

## *Working with local and campus newspapers*

One of your best opportunities as Vice President of Communications is sharing stories with news outlets that may want to feature your chapter. This could include your campus newspaper, city and state media and your university's news outlets.

Though there are many ways to pitch a story, one traditional and proven way is to share a press release, which is simply a standardized way to communicate your news with an outside news source.

### **Examples of stories you could tell include:**

- Your chapter completes a major service learning or community service project that benefits campus or the community.
- Your chapter hosts an event that's open to more than just Greeks.
- A member of your chapter is selected to attend the Tragos Quest to Greece or Ruck Leadership Institute.
- Your chapter wins a Buchanan Cup or other prestigious award.
- A member of your chapter breaks an academic or athletic record or receives recognition for athletic or academic excellence.

The most important thing to consider when writing a story for an external publication is what type of story they're interested in telling. If you're writing for your campus newspaper, submit a story that shows how your chapter is impacting your entire campus.

If you're struggling to understand what a particular news outlet cares about, just write the story to the best of your ability and be courteous when making your pitch. Many times a news outlet may not run a story exactly as you've written it, but your pitch may spark ideas that will lead them to cover the story in a different way.

Note: Besides writing and pitching formal press releases, you can share your chapters stories on your website, blog, social media channels and alumni newsletter.

## **General Media Relations**

- Establish yourself as a resource for the stories reporters want to cover. This is the best way to increase your chances for positive coverage of your chapter's events, activities.
- Know which community reporters cover your school and which campus reporters cover Greek life.
- Introduce yourself via phone or e-mail and ask what types of stories they want to cover related to college life. Tell them what your publicity plans are for the semester and see if they are interested.

- Share observations and story ideas that may help them with an article whether it directly involves the chapter or not.
- Be brief, to the point and LISTEN.

## **Events and Activities Publicity**

- Connect your activities and events with broader messages of appeal.
- Connect your activities and events with a timely theme like a holiday, an activity that the community is involved in or a social trend.
- Treat your messages and releases as articles. The more work you do for the reporter, the more likely they will pick up your story.
- Post detailed information on your own website or Facebook event page and drive reporters to that link in a brief, well-written release.
- Follow up. Send a release via e-mail and then follow up to be sure it was received, answer questions and identify additional information or contacts that may help your story get covered.
- Use online news and/or events submission options.
- Invite reporters to your events.

## **Scholarship and Leadership Publicity**

- If you are one of the chapters that run a Balanced Man Scholarship program, you have a story. Promote the scholarship availability and events on campus and locally. Announce the winners and offer good photos or video clips of the event.
- If your chapter has a participant in Tragos Quest to Greece or the Ruck Leadership Institute, promote it locally. The Headquarters staff can give you template content, but it must be localized by you to get local attention.

## **Crisis: When Media are coming to you**

- Chapters that have relationships with the media before a crisis occurs have a better chance of getting their message across accurately than those that have never dealt with the local media.
- If you have a fire, a death, a member incident or other fast-moving situation of high interest, contact the SigEp Headquarters staff before speaking with the press.
- In crisis situations, direct all media inquiries to an official contact person appointed by your executive board and Headquarters staff. Avoid using the phrase “no comment,” and instead explain that you are not authorized to address certain points and will need to redirect inquiries to the appropriate person

# SigEp Press Release Handout

## FOR IMMEDIATE RELEASE:

### CONTACT:

Contact Person

Company Name

Voice Phone Number

FAX Number

Email Address

Website URL

### **XYZ, Inc. Announces Widget to Maximize Customer Response Rate**

This headline is one of the most important components of the press release as this needs to "grab the attention" of the editor. It should be in bold type and a font that is larger than the body text. Preferred type fonts are Arial, Times New Roman or Verdana. Keep the headline to 80-125 characters maximum. Capitalize every word with the exception of "a", "the", "an" or any word that is three characters or less.

**<City>, <State>, <Date>** - Your first paragraph of the release should be written in a clear and concise manner. The opening sentence contains the most important information; keep it to 25 words or less. Never take for granted that the reader has read your headline. It needs contain information that will "entice" the reader. Remember, your story must be newsworthy and factual; don't make it a sales pitch or it will end up in the trash.

Answer the questions "who, what when, where, why and how." Your text should include pertinent information about your product, service or event. If writing about a product, make sure to include details on when the product is available, where it can be purchased and the cost. If you're writing about an event, include the date, location of the event and any other pertinent information. You should include a quote from someone that is a credible source of information; include their title or position with the company, and why they are considered a credible source. Always include information on any awards they have won, articles they've published or interviews they have given.

Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. Your release should be between 500 to 800 words, written in a word processing program, and spell checked for errors. Don't forget to proofread for grammatical errors. The mood of the release should be factual, not hyped; don't use a sales pitch, as it will ruin your credibility with the reader.

The last paragraph before the company information should read: For additional information on (put in the subject of this release), contact "name" or visit [www.yoururl.com](http://www.yoururl.com). If you offer a sample, copy or demo, include this information. You can also include details on product availability, trademark acknowledgment, etc. in this area of the release.

**ABOUT <COMPANY>** - Include a brief description of your company along with the products and services it provides.

*At the end of the release, you need to indicate that the release is ended. This lets the journalists know they have received the entire release. Type "End" on the first line after your text is completed. If your release goes over one page, type "MORE" at the bottom of the first page.*

*For samples and templates of standard press releases, visit [SigEp Public Relations Tools](#).*



# **MEMBER ACCIDENT PROTECTION PROGRAM**

A benefit of membership of the Sigma Phi Epsilon Fraternity

## **What is the Member Accident Protection Program?**

The member accident protection program of the fraternity is a benefit of membership. The program is intended to compliment the health insurance of every undergraduate member of the Fraternity for injuries as a result of accident. The premium for this program is paid by the Fraternity and the program may be cancelled or changed at the sole discretion of the Fraternity at any time. The information provided is for informational purposes only and is not intended to replace the insurance contract. For specific information regarding any claim, please contact Holmes Murphy.

## **Who is an insured person under the member accident program?**

All eligible undergraduate members of the fraternity are insured for covered injuries that are incurred while the policy is in force and occur while:

- The member is in good standing with the Fraternity. Membership will be verified with SigEp. Therefore, it is important that new members are reported in a timely manner and that all dues and insurance fees have been paid; and
- The member is enrolled as a student at an institution of higher learning where there is an undergraduate chapter. If a covered injury occurs during the holiday or summer break, then the eligible member must have been enrolled in school as a student during the prior school term and be continuing in school the following term.

## **What protection is provided?**

The following limits of protection are provided;

- \$10,000 accident medical expense and/or dental accident injury maximum
- \$5,000 accidental dismemberment and/or accidental death benefit
- 52 week benefit period
- \$0 deductible

## **How are benefits paid?**

- Additional benefits will be paid only when the eligible medical expense is not recoverable from any other insurance policy, service contract or workers' compensation policy. This policy will reimburse deductibles and co-pays of health insurance programs.
- Benefits for any one accident shall not exceed, in the aggregate, the medical expense maximum.
- In the absence of any other applicable coverage, this coverage is primary.

## **What is accidental dismemberment?**

When, because of covered injuries, the Insured sustains any of the following losses within 52 weeks after the date of the accident, the Company will pay benefits for loss of:

Paraplegic or greater.....100%  
Two or more members.....100%  
One member.....50%

Member is defined as hand, foot or sight of eye. The percentage shown is applied to the accidental dismemberment principal sum. Loss means severance of the limb at or above the joint and total and irrecoverable loss of the entire sight. Loss must occur within 52 weeks after the date of the accident. Only one of the amounts (the largest applicable) will be paid for any one accident.

## **What is accidental death?**

The Company will pay the accidental death principal sum when a covered injury results in the Insured's death. Death must occur within 52 weeks of the covered accident. If accidental dismemberment benefits have been paid for a loss resulting from the same accident, the accident death benefit will not be payable. To receive benefits, loss must be independent of sickness and all other causes.

## What are the exclusions on this policy?

The policy does not cover loss nor provide benefits for:

- Sickness or disease, in any form;
- Infections except pyogenic or bacterial infections caused wholly by a covered injury;
- Fighting (unless an innocent victim);
- Injury due to participation in a riot;
- Injuries due to intramural tackle football, hockey or rugby. All other intramural activities are covered;
- All intercollegiate sport participation including off season conditioning;
- Injuries resulting from the use of any illicit drug and/or narcotic unless administered upon the advice of a physician;
- Claims occurring while parachuting or hang-gliding;
- Suicide, attempted suicide or intentionally self-inflicted injury;
- Injury resulting from any declared or undeclared war;
- Injury while in the armed forces of any country;
- Cosmetic surgery;
- Hernia in any form;
- Expenses for treatment on or to the teeth, except for treatment resulting from injury to natural teeth;
- Eyeglasses, hearing aids, and examination for the prescription or fitting thereof;
- Loss resulting from air travel, except as a fare-paying passenger on a commercial airline;
- Treatment provided in a government hospital unless the Insured is legally obligated to pay such charges;
- Injury covered by any workers' compensation or occupational disease law;
- Expenses covered by any other policy.

### Important notes:

- **The Member Accident Protection Program is NOT a substitute for health insurance. It provides NO protection for sickness or illness. Every member of the Fraternity must be certain that they obtain health insurance coverage from their parents or another source.**
- **Coverage applies to United States students only. Coverage does not apply in Canada.**
- **Policy requires reporting within 180 days. A delay in reporting can cause your claim to be denied or have your benefit payments delayed.**



### To whom are claims reported?

Holmes Murphy  
13810 FNB Parkway  
Suite 300  
Omaha, NE 68154

(800) 736-4327

Fax: (800) 328-0522

[fraternityclaims@holmesmurphy.com](mailto:fraternityclaims@holmesmurphy.com)

[www.holmesmurphyfraternal.com](http://www.holmesmurphyfraternal.com)

*When you call to report a claim you will need to reference that you are reporting this claim as a member of the fraternity program and provide the name of the fraternity and the university/college at which you are a member.*



**Underwritten by:**

**Markel Corporation**  
Glen Allen, VA



*Ruck was a mind-changing experience. It's one thing to sit in a classroom and be told what leadership is. It is another to learn what leadership is, to experience it and to discuss it with men who are like-minded, full of potential and invested in the same goal of improving themselves.*



**June 17-21, 2020  
Richmond, Virginia**

**Apply by March 1  
[sigep.org/ruck](http://sigep.org/ruck)**