Navigating the Digital World:
Tips and Tricks for the Director of Social Media and Marketing
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Overview and Goals

Social media has the power to show the connection between sisters and highlight the work we’re doing – big and small – in our communities. The COVID-19 pandemic and the ongoing movement for social change and restorative justice is changing the way sorority life is experienced. Many of the women who join Kappa Delta are in search of a support system and a place to belong, and we’re working every day to create that space of inclusion – so our social media should reflect that.

Great public relation and social media can provide connection for members, while reminding them of the value of the KD experience. Your efforts can help build our sisterhood among current members as well as showcase that sisterhood to potential new members.

Recruitment, retention, sisterhood and inclusion are vital for the continuing health and success of your chapter and Kappa Delta as an organization.

The goal of this toolkit is to empower you to showcase your chapter creatively through social media. With four main themes, recruitment, retention, sisterhood and inclusion, we’ll help you create the ultimate social media plan for your chapter. Let’s get to work!
Break It Down: 4 Main Themes

This toolkit has resources and engagement opportunities for you to use when planning your chapter’s social media presence and covers topics that are especially useful for the director of social media and marketing as well as the VP-recruitment and marketing.

**CONFIDENCE** is our overarching theme because it’s central to the Kappa Delta experience. Our mission is to provide experiences that build confidence in women and inspire them to action, so we want to build confidence into all aspects of our marketing and social media!

- **RECRUITMENT** is essential to the future of your chapter. Growing our sisterhood and attracting exceptional new members are two of the best parts of being Kappa Deltas! This section offers ideas to reach PNMs and share the benefits of joining our sisterhood.
- **RETENTION** is about keeping our sisters connected – think personal growth, confidence building, opportunities for leadership and having fun! This section includes interactive ideas to get to know your sisters better and create that lasting bond.
- **SISTERHOOD** is all about creating the experience of a lifetime! It builds a sense of belonging among members and gives others an authentic picture of who we are. This section covers the bond within your chapter, your campus community involvement (virtually or in-person) and sharing the impact KD has on your members.
- **INCLUSION** is not seen but felt. We want our sisters to feel that they belong, inside and outside of our social media. This section includes tips and tricks for smart editing and how to highlight our values, diversity, and impact through social media.
Before You Get Started

• **MAKE IT ABOUT THEM.** Great marketing is all about the audience. Those that follow your accounts should be able to picture themselves in the activity. A social media post is not meant to make you feel good about yourself and your chapter. It should make your sisters feel excited about your chapter and help PNMs picture what it’s like to be a KD! Make them feel certain that KD is where they want to be.

• **BE AUTHENTIC.** It’s important to authentically showcase who you are as a chapter and what your unique sisterhood can offer. If you’re hosting online sisterhood events, show that! If you’re having socially-distanced philanthropy events, post about it! Make sure your social media and videos clearly communicate your chapters passions, goals and friendships.

• **EMOTIONS MATTER.** Your audience is going to lose interest if you bullet-point your way through stats about how great your chapter is. PNMs are looking for an experience – sell it. Show the emotions and the love in your sisterhood. Build trust with your audience.

• **DON’T BE A REAL ESTATE AGENT OR EVENT PROMOTER.** Cool house. Neat party. Move on. Your chapter has so much more to offer than nice real estate or a great event!

• **BE REAL.** People don’t join perfection — they’re intimidated by it. Show who you are so PNMs will feel confident and encouraged by the people in your organization. Overflow with authenticity.
Who’s my audience?

When you start planning content for social media, it’s important to think about your audience. With your chapter’s social media in your hands, you’ll be the one ensure your chapter has a strong and confident image that your audience is looking for. And there isn’t just one audience you'll be planning content for, Kappa Delta has several audiences! So, consider these as you start planning your content.

Your audience includes any group whose respect and support are essential for the success of Kappa Delta. As VP-recruitment and marketing and director of social media and marketing, you'll be the ones keeping information flowing from your chapter to those outside of KD (also known as “external PR”). Some external audiences you'll want to focus on include other fraternity/sorority members, non-affiliated students, university administration, faculty/staff, members’ parents and the community at-large. Another equally important part is the flow of information within the organization, or “internal PR.” This includes chapter members, alumnae and those who are a part of national Kappa Delta.

To understand your audience, it’s important to know your chapter’s image, values and impact. Think about what’s expected of your chapter, how others see the chapter and what their level of awareness and appreciation is of KD. Considering how others perceive KD will help you plan the kind of content that they will want to engage with!
Tips & Tricks for Getting Started

Social media is one of your chapter’s most impactful forms of communication, so you’ll want to make sure that it aligns with KD’s values. Be sure to represent the entire chapter, not just one or two members or certain groups. The director of social media and marketing should work closely with the VP-recruitment and marketing to guide PR tactics surrounding recruitment. This content should communicate a cohesive and genuine message about Kappa Delta to PNMs and their parents.

If you haven’t done so already, convert your chapter social media accounts into business accounts. This will link your Instagram account to Facebook and allow you to analyze engagement with your account. You’ll be able to check your content, activity and audience insights while also scheduling posts during high-traffic days and times each week.

Please refrain from including:

- Photos of “partying.” These kinds of photos don’t represent KD and could shed a negative light on the sorority experience.
- Photos of members wearing revealing clothing or sexually suggestive outfits.
- Photos of costumes, event themes, etc., that are culturally appropriative of a group of people (and work with the VP-I to ensure that event themes don’t encourage cultural appropriation in the first place!). Our actions and attire should show respect for all people and cultures.
- Content that has a negative tone. Kappa Delta is about building confidence! Make sure your posts are positive, optimistic and confidence-building.
Programs to consider:

- Hootsuite or Planoly for scheduling.
- LinkTree for accessing links in your accounts’ bios.
- Canva, Photoshop or PicsArt for graphics and collages.
- Photoshop, VSCO or Lightroom for editing.

When writing captions, remember the following:

- Be specific when writing captions and ensure that they add context to your image. Sell your story!
- Make sure information in the caption is accurate, conversational and genuine.
- Incorporate relevant hashtags to gain more exposure and reach with your posts.

Consider these COVID-19-related tips:

- There are funny memes and videos to find humor and relieve stress, but these posts can be very insensitive to others that may be directly affected by COVID-19.
- When posting photos of groups of members, be aware that the viewer may see it as irresponsible. Consider giving a disclaimer or indicating in the caption that it is a photo from the past. For example: “Remembering Bid Day 2019 and looking forward to welcoming new sisters again soon!” or “Disclaimer: this photo was taken prior to COVID-19.”
- Use social media for good! Many chapter social media accounts have hundreds, sometimes thousands, of followers. Your platform can educate your sisters, peers and community. Focus on initiatives your chapter and members are involved in during this pandemic as well as the creative ways your chapter members are responsibly engaging with one another.
- Follow your university, county and state’s mask and social distancing guidelines.

For more information on the prevention and treatment of the coronavirus and the latest news regarding COVID-19, visit the CDC website.
Social Media & Recruitment

This section focuses on how your PR efforts can support your recruitment efforts. Growing our sisterhood and attracting exceptional and unique new members with different perspectives and lived experiences is a priority. Check out some of these ideas to reach PNMs and share the benefits of being a Kappa Delta.

**PROMOTE RECRUITMENT**
- Create graphics related to registering for recruitment and “Going Greek!”
- Start a countdown to the start of school, recruitment and more!
- Share recruitment updates from your university.
- Engage with KDHQ social media.

**RELATE TO THE PNM**
- Use visuals, like infographics, to share your chapter values and following along with sisters.
- Have sisters write a letter or record a “Dear PNM” letter prior to recruitment.
- Share experiences about adjusting to college.

**USE WHAT YOU HAVE**
- Use photos taken throughout the year to remind PNMs what makes the KD experience unique – Think Shamrock and Girl Scout events.
- Post throwbacks to last recruitment!
- Start your recruitment video with footage you already have!

**ENGAGING WITH THE PNM**
- Create a post or schedule a live video where PNMs (and their parents!) can ask questions about Kappa Delta or recruitment.
- Don’t be afraid to reach out to PNMs! Check out the Class of 2026 Facebook page or ask your university for a list of transfer students.
- If a PNMs sends you a DM, respond within 24 hours!
Social Media & Retention

This next section covers how public relations plays a role in member retention. Focusing on member engagement and highlighting members and member groups will help you encourage retention through your account. Let’s learn how to get to know our sisters better via social media!

SISTER SPOTLIGHTS

• Spotlight council, member classes or individual sisters.
• Thank your chapter members/alumnae healthcare workers.
• Showcase your members’ accomplishments, both in and out of Kappa Delta.
• Highlight your sisters who are taking action for social change in their communities.

EDUCATIONAL OPPORTUNITIES

• Highlight educational opportunities for members by sharing articles, diagrams or posts related to mental health, wellness, virtual engagement and more.
• Update your chapter website with relevant chapter and campus information.
• Check your local/state/university social distancing guidelines to stay up to date.

INTERACT WITH FOLLOWERS

• Post interactive graphics such as chapter bingo, tag-a-sister-who, quarantine scoreboard, etc.
• Have the seniors make videos/write letters to the chapter giving advice or last remarks.
• Create reoccurring challenges. Results can be shared on personal accounts and reposted by your chapter account. (Try out a book club or self-care challenge!)

ENGAGEMENT FROM SISTERS

• Encourage your sisters to participate in your social media!
• Reach is key – tag sisters! Make your content “shareable.”
• Sharing posts creates a larger audience, allowing even more people to see the strength of your sisterhood!
Social Media & Sisterhood

This next section focuses on bringing sisterhood in your PR efforts. You can create a sense of belonging and give an authentic picture of the chapter by showcasing the bond between your chapter. Show what you’ve done! Show what you’re doing! This includes demonstrating campus involvement and the impact KD has on your members.

MOTIVATION

- **Inspire your audience!** Post inspirational quotes.
- **Do theme days or themed takeovers** – Think AOTuesday, Why KD Wednesday or Keeping Up with the KDs.
- **Share how your sisters are involved in the campus community** – highlight campus leaders and academic success!

BE AUTHENTIC

- **Ask yourself:** Do your posts represent your chapter’s personality and impact on campus?
- **Show off!** Your sisterhood events, whether in-person or virtual, are something to be proud of! Post pics of that Netflix party or yoga in the quad!

STAY RELEVANT

- **Keep up to date with holidays, awareness months, and online trends for content ideas!**
- **Help uplift each other!** What if a sister in another organization on campus has an event this weekend? Promote it!
- **Stay up to date with the news.** Do you have sisters affected by something going on in the world? Show your support.

IMPACT YOUR AUDIENCE

- **Participate in campaigns from KDHQ like You Make Me Smile in a way that supports your campus experience.**
- **Launch a campaign over the summer to stay active on your social media!**
- **Engage with your followers** – what makes them confident? Share their responses!
Social Media & Inclusion

This section focuses on how to create an inclusive environment through your social media. We want social media to instill confidence and be a safe space for all Kappa Delta members and PNMs. This section covers editing photos, highlighting values and promoting your chapter's diversity.

IMPACT OF FILTERS

- Be conscious of the edits and/or presets you are using for your photos.
- Ask yourself: Am I changing someone’s appearance to fit a color scheme or a trend? Is the filter or preset I’m using altering someone's skin tone to look darker or lighter?

INCLUSIVE LANGUAGE

- Try gender neutral language! Instead of "Hey guys" or "Hey ladies" try “Hey everyone!”
- For emojis, use gender neutral smiley faces.
- Connect with the VP-I to collaborate on ensuring that diverse voices and experiences are shared.

PERFORMATIVE ACTIVISM

- Performative activism refers to activism done via social media to improve a person or organization’s social capital. This type of activism is surface-level and lacks devotion to the cause.
- Use your platform to start a fundraiser and raise money to support a cause your chapter is passionate about. Share campus activism opportunities.
Social Media & Inclusion

Let’s dive a little deeper! Below are some links to check out. These links cover topics like values based social media, how to promote a safe space on your social media accounts and inspire action. Some links are from the Inclusion, Equity & Diversity Toolkit. (P.S. you can check that resource out here!)

SAFE SPACES & EMPATHY

- Check out: How to Create a Safe Space on Social Media.
- Learn more here: The Internet: Creating a Safe Space.
- Work together with your chapter and try these Fours Steps to Create a Truly Inclusive Culture.
- Consider this before posting: How to be More Empathetic.

VALUES & SOCIAL MEDIA

- Propose trying the Identity Exploration Activity with your chapter prior to planning out your social media content – what do they want to see?
- Learn about implicit biases and college here.
- More of a video person? Check out the TEDx Talk, “Not Like Other Girls.”

ACCESSIBLE & INCLUSIVE ACCOUNTS

- It doesn’t get better than this: Best Practices for Inclusive and Diverse Photography in Higher Education.
- Resources on “blackfishing” and “whitewashing.”
- Check out this article that has tips & tricks on creating accessible social media channels.

INSPIRING ACTION

- Want to avoid performative activism? Read this article on allyship.
- Highlight when your chapter takes part in any of these Inclusion, Equity & Diversity Chapter Action Ideas.
- Tell your chapter’s story! Support the voices of sisters in your chapter and people in your community! Make that call to action!
Which platform do I use when?

**INSTAGRAM FEED:**
Great for visual content, including static and live photos, graphics and videos.

**INSTAGRAM STORY:**
When photos, videos, polls, links and more presented in a slideshow format and are only available for 24 hours.

**INSTAGRAM HIGHLIGHT:**
Unlimited Instagram Story content that can be used for educational items, graphics/challenges others may want to see later and more.

**INSTAGRAM REEL:**
Short videos, like Tiktoks, that can be used reflect your sisterhood, participate in trends and engage your community.

**TWITTER:**
Great for sharing national KD news, updates about your university, congratulating other chapters on achievements or Founders' Day, social media competitions, etc.

**FACEBOOK:**
Best for reaching the widest audience. Post campus/FSL updates on recruitment and content for parents and alumnae.

**TIKTOK:**
Short videos that reflect chapter and member personality and sense of humor (keep in mind that funny content does not equal insensitive content).

**YOUTUBE:**
Unlimited video content. These videos should have longevity and provide value over time. Keep in mind, YouTube is also a search engine.

**WEBSITE:**
Should contain campus and FSL updates on recruitment/chapter health, current officers and updates for parents and alumnae.

**VSCO:**
Static photos, DSCOs and graphics related to chapter personality and impact – speaks without captions. Post many photos at one time.