



# Community Relations

OFFICER GUIDE



advocate - collaborate - educate

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## Congratulations!

**You have been chosen by the representatives of your Interfraternity Council to represent the fraternity community for the upcoming year. Becoming the IFC Vice President of Community Relations is a duty not to be taken lightly, and is one that should be met with great responsibility, patience, and diligence.**

As the IFC Vice President of Community Relations it is your responsibility to see that relationships are established with constituencies outside of the undergraduate fraternal community such as leaders within the Panhellenic Council (NPC), National Asian Pacific Islander American Panhellenic Association (NAPA), National Association of Latino Organizations (NALFO), National Multicultural Greek Council (NMGC), National Pan-Hellenic Council (NPHC), the campus administration, faculty members, alumni volunteers, the student body, local and regional media, law enforcement officials, and the surrounding community. It is your duty to see that the IFC pursues and maintains an open and honest dialogue with each of these audiences to further the advancement of a positive fraternal image.

This guide was created by the North-American Interfraternity Conference (NIC) with the intention of providing you with the materials you will need to be a successful IFC officer. The NIC was founded in 1909 and is the trade association that represents 75 International and National men's fraternities. The NIC serves to advocate the needs of its member fraternities through enrichment of the fraternity experience, advancement and growth of the fraternity community; and enhancement of the educational mission of the host institutions. The NIC is also committed to enhancing the benefits of fraternity membership through its relationship with Interfraternity Councils.

While this guide was intended to be used in conjunction with the Interfraternity Council, the information in this guide is meant to be fully inclusive of the fraternity/sorority communities led by the Inter-Greek Councils and can be easily shared with NPC, NPHC, NALFO, NMGC, NAPA, and other organizations. This type of interfraternal cooperation will increase the likelihood of successful implementation and maintain positive relations between all elements of the fraternity/sorority community.

**For further information, you can visit [nicindy.org](http://nicindy.org) or use the contact information that is located in the appendix of this guide.**



## **IFC's relationship with the NIC**

**The NIC has a storied history of collaboration with Interfraternity Councils to offer its expertise and guidance in ensuring operational success.** Given its unique position within the industry, the NIC has a responsibility to utilize its collective knowledge and experience to connect with councils in order to assist in their development of optimal operations and effective educational opportunities. The hope of the NIC is that our efforts to raise each local fraternity community will collectively raise the global fraternity community.

## **What can IFC expect from the NIC?**

**At any host institution where two or more NIC Member Fraternities have established undergraduate chapters, an Interfraternity Council (IFC) shall be established which will be chartered by the NIC.** An IFC will be composed of all undergraduate chapters of NIC Member Fraternities present at a host institution. The NIC will provide staff, resources, and services to assist Interfraternity Councils in instituting optimal operations, officer competencies, and best practices. The NIC will provide IFCs with an IFC Resource Manual and will assist IFCs in reviewing and establishing model governing documents that are in accordance with NIC Standards and policies and do not infringe upon the sovereignty of Member Fraternities and their chapters.



## How will the NIC help campus IFCs?

**The NIC assists councils by providing increased training and resources for IFC Executive Board officers and IFC Representatives.** This support focuses on the individual development and skills of officers, as well as providing training and resources designed to advance the role of the Interfraternity Council as the primary advocate, governance and educational body for the fraternity experience within a campus and local community.

**Through better interactions with IFCs, the NIC will be able to work with IFCs and host institutions to:**

- Develop optimal IFC operations through dedicated staff (Coordinators of IFC Services) and volunteer positions (Regional Advocates) responsive to IFC operational needs, advocacy concerns, and policy inquiries from students and/or host institutions;
- Deliver base-level training, education, and ongoing services for all IFCs and IFC officers;
- Provide guidance and support in constitution/bylaws/policy changes, recruitment processes, and officer transitions;
- Develop resources and tools to assist IFCs with recruitment, marketing, and public relations to augment interest in joining fraternity, to better educate the potential recruit and his parents, and to promote fraternity on campus;
- Assist IFCs in crisis intervention and response, brand management, and values-based decision-making;
- Offer guidance in identifying and preempting impending issues concerning campus relationship statements, recognition agreements, and indemnification clauses;
- Provide all IFCs with IFC best practices, NIC Standards education, and other generally accepted industry policies established by the NIC;
- Provide host institutions with highly qualified volunteers who have close proximity, local expertise, and institutional knowledge; and
- Establish formal reporting mechanisms for campus data and statistical information to better track industry information and trends for use by IFCs.



## Vice President of Community Relations Responsibilities

**An effective IFC recognizes the importance of creating and maintaining positive community relations efforts that consistently enhance the image of the interfraternal community. Some of the duties of the Vice President of Community Relations should include:**

- Serve as the secretary of the IFC General Body
- Develop service projects and philanthropic events for member fraternities
- Collect and report member fraternity community service hours, philanthropic dollars, and activities
- Responsible for the collection and dissemination of information on the fraternity system to all campus and community media sources
- Responsible for serving as the primary liaison to the various campus and community constituencies such as student government, the campus programming board, the newspaper staff, city council, chamber of commerce, etc.
- Develop and execute a public relations and social media strategy
- Responsible for the IFC publications produced (recruitment, newsletters, online resources, websites, outreach programs, etc)
- Keep the media informed on upcoming events or potential news
- Shall coordinate the social media strategy and presence of the IFC and overall fraternity community
- Compiles an annual report of accomplishments and concerns
- Maintains the crisis response plan with the IFC President and communication with the media, campus administration, etc
- Provide advice and support to member fraternity community service/ philanthropy officers



## Community Service & Philanthropic Efforts

**As the IFC Vice President of Community Relations, the coordination of community service opportunities and philanthropic efforts rests with you.**

Community service is a pillar of most, if not all, member chapters, and is a great public relations tool for the fraternity community. Community service events also allow members to give back to the campus and the surrounding neighborhood. The discussion of community service opportunities and events should take place at the start of every semester. Some questions to consider in this conversation include:

- In what capacity do individual members want to serve? (Group projects, individual opportunities, or a large scale IFC event)
- How often will community service initiatives take place a semester? Per year?
- What local agencies or campus departments would benefit from the service?
- Is there a certain cause or campaign that members want to become involved?
- What can the IFC do to make the service impactful and significant to the member performing the service?

**It is important to survey the general membership to see what their expectations of community service and philanthropic efforts are so that the council can program to the needs of the members.** Planning events that members have no interest in attending or are too cumbersome will diminish the value of the service performed. Especially if the IFC plans an event with a local agency or campus department and men do not show up. That not only looks unfavorable upon the men that did not come, but the IFC, and may hinder that agency or department in working with the organization once again.



**Once you have narrowed down the focus of your community service event, you can start the initial planning. Items to consider when planning the event include:**

- How many men will be needed?
- What is the time frame? Will there be different shifts?
- Transportation – is the event on or off campus? If off campus, do the men have to provide their own ride?
- Are any tools needed? How will the IFC go about getting these tools?
- Will there be a thank-you or reception afterwards for the men who volunteered?
- Who will serve as the main contact for members and the agency to contact with questions about day of plans?
- Will any rooms need to be reserved?
- Is a campus photographer or campus newspaper representative going to be attending to cover the event?
- Do the members need directions?
- What dress is appropriate?
- Does the service being provided require additional follow-up?  
(Items like landscaping and garbage pick-up may require additional volunteer time)

**Community service events should be planned through the course of the semester, and should not be rushed or thrown together.** The quality of service provided will be reflective of the IFC and member fraternities and it is important that men who sign up to perform the service plan to follow through with that promise in their demeanor.



If your IFC is having trouble thinking of possible community service projects, a few have been listed below:

**Building community relations:**

- Campus clean up
- Volunteering at a homeless shelter
- Volunteering at a nursing home
- Tutoring at a community school
- Adopting a highway
- Volunteering at a soup kitchen
- Volunteering at a nearby children's hospital
- Building wheel chair ramps for those in the community
- Help neighbors paint or repaint their homes
- Create birthday cards for the elderly
- Volunteer at a local museum or children's museum

**Working with animals:**

- Volunteering at the humane society
- Work with a local zoo
- Organize a community dog wash
- Pet therapy at local rehabilitation centers or nursing homes
- Volunteer at a national, state, or local park
- Find out information about volunteering at a local wildlife sanctuary

**Volunteering on campus:**

- Campus clean up
- Tutoring on campus
- Volunteer with a campus blood drive
- Help with landscaping around the campus
- Set up a community garden
- Voter registration campaign
- Ask if a department needs help cleaning out old files





**Drives:**

- Organize a food drive for a local food pantry
- Clothing drive for a consignment shop
- Teddy bear drive for the local children's hospital
- Collecting animal products (toys, food, collars, leashes) for the local humane society
- Hosting a blood drive
- Gently used book drive
- Penny wars to donate money to a local or campus charity
- School supply drive for back-to-school needs

**Philanthropic efforts:** *Note – any money collected through these efforts should be donated to the corresponding cause or chosen organization of the IFC's choosing*

- Participating in an awareness walk (juvenile diabetes, autism, leukemia, etc)
- Hosting a pancake breakfast
- Hosting a senior citizen prom
- Holding a sports tournament
- Fundraise through various restaurant chains
- Hosting a Halloween party for school-aged children
- Host a dance marathon
- Host a talent show/competition
- Participate in St. Jude's Up Til' Dawn

## **A note about philanthropic activities...**

Just like with community service, it is important that a philanthropic event be conducted for the right reasons. It would be wise to choose an organization or charity to work with that is not already prevalent within the fraternity/sorority community so that the campus and men volunteering or participating can gain more exposure to the cause.



## IFC Public Relations

### Social Media

The IFC Community Relations officer is responsible for creating and maintains the social media presence of the IFC and fraternity community. Social media is an efficient way of sharing information and should be used whenever possible to share positive interfraternal news, pictures, etc. The two main forms of social media that are currently most common are Facebook and Twitter.

### Facebook

Creating an IFC Facebook page is a great way to centralize the fraternity experience and tell the story of the fraternity experience at your institution. The IFC Facebook page should be created to publicize information to chapter members, student affairs staff, potential members, parents, campus administrators, etc.

Some ways to use Facebook for IFC include:

- Communicating and publicizing recruitment opportunities
- Posting pictures from community service projects, recruitment, award receptions, athletic events, and campus activities
- Making general reminder posts about meeting dates and times and other important upcoming events
- Sharing news about alumni of the community
- Sharing stories about individual fraternities and fraternity men that are positive and interfraternal in nature
- Announce the opening or installation of new chapter or colony
- Communicating with the NIC
- Communicating with inter/national offices
- Distributing surveys
- Sharing relevant videos
- Sharing news from other campus organizations

There are many ways to use an IFC Facebook page to promote the fraternal movement. All IFC Executive Board officers should be able to be administrators for the site and should be able to login and post news. A link to the IFC Facebook page should be included in all publications so that the page can collect more viewers and relay the positive image of the fraternity community.



### **Twitter**

Twitter can provide IFC a medium to interact quickly and concisely with its various constituents. An IFC twitter handle will give the IFC a chance to voice their opinions publically, interact and receive feedback, as well as share information about what the IFC is planning and their current projects.

Ways to use an IFC twitter include:

- Interacting with the NIC (follow them at @nicfraternity)
- Interacting with inter/national organizations
- Promoting interfraternalism by retweeting other students
- Posting thought provoking questions and ideas about the fraternity experience
- Creating a hash tag (#) to trend a topic or meeting (this can be done for IFC General Body meetings, IFC Award receptions, campus activities, etc)
- Keeping the student body updated on what the IFC is doing that day  
(ex: "IFC officers are grabbing dinner at the quad, come join!")
- Tweeting and replying to other student organizations

All tweets should be appropriate and should promote a positive image of the fraternity community. All IFC officers should be able to be log in and post news and links.



### **Websites**

Having an IFC website that introduces the fraternity community to potential members, parents, and administrators is a great way to reinforce the positive image of the fraternity community. Speak with your fraternity advisor about creating a webpage. Chances are you can work with the campus technology department to create a page that is in line with campus policies and is professionally done. Items you will want to include on the website are:

- Fraternity news
- Information about recruitment
- Information about each member fraternity
- Explanation of IFC
- Opportunities to get involved
- Pictures from events
- Videos
- Links to the IFC Facebook and Twitter accounts
- Contact information for IFC Executive Board officers
- Information for parents about the fraternity experience
- Alumni news
- IFC calendar of events



## Fostering Campus and Community Relationships

To effectively promote a positive fraternal image, the Vice President of Community Relations, in coordination with the IFC President, should meet with during their time in office many different constituencies. While the IFC President is the official spokesman of the fraternity community, the Vice President of Community Relations should assist the IFC President in his duties.

The following is not an exhaustive list of all campus contacts, but this list should be used as a starting point when deciding which campus departments or organizations to speak with on a regular basis.

### Other Governing Councils

IFC leaders should meet at least monthly with counterparts on other councils (NPC, NAPA, NALFO, NMGC, and NPHC) to build rapport, discuss mutual concerns and programs, as well as to dates of upcoming activities. The Presidents of the bodies should coordinate these meetings and their agendas, as well as the expectation that all officers and chairs attend and participate.

### Campus Administrators and Faculty

Leaders of the IFC should meet with senior student affairs staff (Vice President of Student Affairs and Dean of Students) and representatives of the faculty to discuss upcoming activities and concerns of the fraternity community. The best method for informing campus officials and faculty members about issues and concerns important to the fraternity system is to consciously facilitate a forum to do so. This setting could be a business meeting, a formal reception, or an informal working dinner depending on the needs and the size of the group. The key is to set an agenda and make sure that all parties involved are aware that the purpose of meeting is to increase awareness, understanding, and appreciation of their common goals and interests. Such a forum provides real opportunities to solicit feedback from other populations and develop real relationships with key stakeholders.

Fraternity leaders can also take advantage of other forums which are already in place to communicate with campus officials and faculty members. These include but are not limited to:

- Monthly faculty senate meetings
- Student affairs staff meetings
- Special task forces on fraternal organizations
- Having a student member on the Board of Trustees



These groups often discuss and act upon misinformation, so it is particularly important for the fraternity/sorority community leadership to play an active role in the communication process. This includes being proactive in the dissemination of information rather than reactive under crisis management.

### **Campus Media**

The IFC leadership should cooperate with campus newspaper officials to support a reporter specifically assigned to cover fraternity news in a timely manner. After a relationship has been established with the campus media, the leaders of the fraternity community should strive to make fraternity news a priority and encourage the student newspaper to support a reporter specifically assigned to cover fraternity community activities.

Once a reporter has been assigned for regular coverage, fraternity life news will appear more consistently and accurately in the paper than when various staff tries to report the news. It is important that this reporter is willing to provide an unbiased view of fraternity life. The IFC must supply information at least weekly to the reporter to maintain their interest and expect any consistency in their coverage.

The reporter should be invited to IFC General Body meetings and given copies of the minutes and agendas. As the reporter becomes more and more familiar with the IFC and its leaders, the relationship will strengthen.



**Ideas for possible fraternity life articles include:**

- Implementation and response to new IFC policies
- Features on fraternity life history and traditions
- Development of positive new member programming
- Spotlight successful or improving member fraternities
- IFC calendar of activities
- Academic and scholarship reports
- Community service reports
- New member recruitment information
- Campus leadership opportunities

**A note about negative fraternity news...**

When a fraternity situation becomes campus news, IFC leaders must communicate openly and honestly with the reporter. A fraternity community cannot expect the campus newspaper to ignore fraternity news simply because it is negative. The IFC leaders should share the information in a positive way, articulate the standards of the fraternity community, and detail any current and future educational efforts that relate to the incident.

The relationship with the campus newspaper and reporter may take time to nurture, but is well worth the energy spent as part of a continual public relations effort to enhance the fraternity community image on campus.

The ability to enhance the image of the fraternity community can only be successful as they relate to real behavior and environment of the community. The fraternity community cannot successfully craft and tell the story of the fraternity experience if that story does not reflect the real experience.



### **Campus Marketing/Public Relations Office**

The IFC leadership should maintain a positive relationship with the campus marketing or public relations office to assist in promoting fraternity community news among alumni, current students, and local media. The IFC needs to keep the public informed about the progress, accomplishments, and achievements of its member fraternities. Community service projects, campus activities, educational programs, and interfraternal awards are all appropriate topics for news releases and warrant press coverage.

The IFC can also assist these offices in the collection of information for news releases to the hometown newspapers of fraternity community members.

Items to be shared include the following:

- New member lists
- Newly elected member fraternity officers
- Individual fraternal awards
- Scholarship acknowledgement

### **A note about the campus marketing and public relations office...**

The campus marketing or public relations office is an excellent resource for the IFC to use to establish rapport with the media to facilitate this coverage. Professionals within these offices have established relationships with local, regional, and national media contacts and understand the methods by which events will attract the attention of print media, radio, and television. A press release sent by the campus will carry more credibility and clout than one produced and released by the IFC alone.





This office can also assist the IFC in distributing appropriate news releases to the hometown papers of students who have been recently elected to office, achieved dean's list, and have earned awards from the fraternity community.

Once the IFC establishes a relationship with the campus news bureau and newspaper personnel, the potential for feature stories increases. Ideas for feature stories and news releases about the fraternity community should be submitted to the campus news bureau for distribution to area media at least twice each year or when the scope of the events warrants coverage.

Ideas for potential feature stories include:

- Alumni involvement
- Community service/philanthropic initiatives
- Alcohol education programs
- Historic house renovations
- IFC awards and accomplishments



## Alumni

**The IFC leadership should meet at least twice a year with fraternity alumni leaders, member fraternity advisors, and house corporation representatives to proactively discuss important issues in the fraternity community.** Many campus communities have active alumni councils that are aware of the needs of the local fraternity community and are able to provide guidance to current fraternity community leaders.

IFC Executive Board officers should actively work to develop this relationship, keep alumni informed of the current state of the fraternity community and work to utilize the professional expertise of local alums to aid in the organizational or skill development of IFC officers, representatives and community members.

At least one representative of the IFC, typically the IFC President, should be present at alumni council meetings to provide a regular update on upcoming fraternity/sorority events and activities and voice student concerns when appropriate. If there is no formal organization of local fraternity alumni, the IFC should create other opportunities to involve local and regional alumni volunteers in campus activities.

Other forums and opportunities for alumni interaction are available by working with the alumni affairs office on campus. Some opportunities you may want to consider are:

- Alumni association meetings (typically 3-4 meetings per year)
- Class reunions (normally held during the summer)
- Student recognition and awards programs
- Athletic events
- Homecoming activities (this should be coordinated well in advance to allow plenty of time to make arrangements during a busy weekend)
- Forums with the IFC Advisor



## Student Organizations

The IFC should maintain positive relationships with other student organizations such as student government, campus programming board, residence hall association, and multicultural student groups to better foster collaborative efforts and involvement opportunities. Positive relationships with other student organizations can be easily and effectively maintained by being better acquainted with each other and openly sharing information among members. One way to do this is to hold joint meetings with the officers of other major student organizations on campus. These meetings might be information discussions about campus issues and concerns they may have in common, or they could be planning sessions for upcoming activities that promote collaborative efforts in programming. Other meetings might be more formal gathering where campus officials or community leaders are invited to make presentations and answer questions on various topics such as running effective meetings, delegating responsibilities, and improving their communication skills. The key is to increase the level of interaction between the members of the groups so that communication and collaboration happens freely.

IFC Executive Board officers should personally develop relationships with key campus leaders from other student group. Spending time with other organizational leaders not only increases the IFC information base but also builds rapport and credibility. If the IFC were ever in need of assistance or outside funding for future activities, existing relationships with other student organizations would prove beneficial.

Another means of creating and enhancing the relationships among these organizations is the co-sponsorship of activities and events. By pooling resources with other organizations, the IFC can provide a higher level of service to its members while simultaneously developing a positive working relationship and better understanding between groups. Each organization will also feel more invested in the relationship when information is freely shared and all members are included in the decision making process from planning to implementation.



## Community and Neighborhood Associations

In order to maintain and enhance a positive rapport within the community, the IFC Vice President of Community Relations, in coordination with the IFC President, should meet with the community and neighborhood leaders at least twice a year where fraternity houses are located to proactively discuss issues such as trash, noise, vandalism, safety concerns, and community service opportunities. Some neighborhoods have formal associations while others have permanent residents who levy complaints on a regular basis.

Most neighborhood complaints are legitimate issues such as trash, unkempt lawns, and dilapidated furniture on front porches, stereo speakers aimed out the windows, traffic, and parking problems. These concerns can be easily addressed before they get out of control. If the IFC makes an effort to resolve problems as quickly as possible, neighbors will have less concerns about fraternity chapters in their neighborhoods.

To ensure that noise policies and property maintenance are properly taken care of, a policy inclusive of both concerns should be included in the IFC Bylaws. Once a policy is in place and member fraternities are complying, daily upkeep and reminders will be minimal but will leave a lasting impression. The formulation of a clean property policy is also a good news lead and should be shared with the appropriate media contacts for local coverage.

**The IFC should develop a neighborhood awareness program and promote its use by member fraternities. Included in the program might be:**

- Annual neighborhood reception
- Regular attendance at neighborhood association meetings
- Cleaning projects for neighbors
- Trash, snow removal, and lawn care policies for fraternity facilities and other spaces used by member fraternities for events
- Response to noise complaints
- Personal canvassing of neighborhood before social gatherings
- Distribution of member fraternities' contact information to neighbors

### A word on neglecting neighborhood concerns...

If the IFC neglects neighborhood concerns for a lengthy period of time, individual neighbors will become frustrated and potentially circulate petitions on proposed changes in noise ordinances, zoning laws, and parking restrictions. Neighbors are permanent residents of the community while fraternity populations are more transient and less influential with local decision makers.



## Law Enforcement

### **Having a good relationship with campus and local law enforcement officials is important.**

This relationship allows police officers to discuss their services and methods of operations such as addressing noise complaints and citing open container violations. Law enforcement agencies also provide many types of educational programming and safety awareness services that may interest members of the fraternity community. Establishing rapport also allows for the opportunity for police to voice their concerns about the behaviors of the fraternity community in a forum that is outside of any potential responses to behavior.

The IFC leadership should meet with these officials at least twice a year. Such a meeting will promote positive relationships and will lessen prejudices when police are forced to respond to fraternity complaints. It is highly suggested that the IFC try to meet with all officers responsible for the territory where fraternity houses are located because they deal directly with fraternity members on a regular basis. One open forum or several smaller meetings may be needed to reach all personnel.

One of the largest concerns of police officers are responding to fraternity complaints is the loss of time which could be used for actual law enforcement. An excellent idea for promoting positive relations if police are routinely coming to fraternity property is the assignment of member fraternity presidents or social chairs to ride with police officers for several hours on a busy Friday or Saturday night. This allows fraternity leaders to gain a better understanding of the hectic pace of officers when many social activities are taking place on or around campus. Fraternity officers should share their new insight with their entire membership following this experience.

### **A note about meeting with campus police and law enforcement...**

The most important thing for the IFC to remember during the meeting is to remain calm and collected and act professional at all times. Sharing concerns is both appropriate and beneficial, but the conversation should consist of more than just venting frustrations. An argument between fraternity leadership and police will do much more harm than good for the future working relationship.



## Annual Report

The IFC should publish an annual report of accomplishments and concerns and distributes copies to all member fraternities, advisors, house corporation officers, campus officials, faculty representatives, media contacts, community leaders, inter/national fraternity headquarters, and the NIC office. Campus and community leaders need accurate and complete information on fraternities to be able to make informed judgments. Opinion leaders with correct information on fraternities can speak intelligently on behalf of the fraternity experience in many campuses and community circles.

For highly organized and motivated fraternity/sorority communities, the report can be done twice each year as a semester report. Formats for the report itself include online newsletter, a brochure or pamphlet, small booklet, newspaper or magazine format is appropriate to defray costs.

Topics for consideration are:

- Grade rankings
- Community service reports
- Judicial reports
- New member programming
- Leadership training programs
- Intramural participation
- Membership statistics
- Alumni involvement
- Faculty interactions
- Community interaction
- IFC policy updates
- Educational programs



**Developing the initial mailing list is somewhat difficult, but the update of this is a simple task. The IFC and IFC Advisor should begin to develop the list together.**

An extensive mailing list should include:

- Campus President
- Campus Vice President of Student Affairs/Dean of Students
- Members of the Board of Trustees
- Academic deans/assistant deans
- Faculty department heads
- Alumni affairs/development officials
- Student activities personnel
- Recreation/intramural officials
- Residence life directors
- Career planning counselors
- Admissions counselors
- Counseling center professionals
- Campus safety/security personnel
- Athletic department officials
- Health service professionals
- Advisors
- House corporation officials
- Prominent alumni
- Other governing council officers
- Student government officers
- Student finance board members
- Neighborhood associations
- Residence hall association officers
- Student alumni association officers
- Chapter presidents
- Newspaper editors
- Radio/television program directors
- Mayor/city manager
- Campus/local law enforcement agencies
- Zoning/planning board officials
- Community service coordinators
- Campus ministries



**Remember these simple suggestions to increase the effectiveness of the annual report:**

- Quality should be the biggest concern and more important than quantity
- Proofread everything twice and then have someone else check it again. Unorganized layouts and typographical errors quickly discredit the publication
- Ask journalism students, English majors, or faculty members to assist with copy editing – a poorly written document will cause more harm than good with the faculty
- Take advantage of desktop publishing for cost effectiveness
- Eliminate or carefully review member fraternity reports – this is the primary source of poor community relations – if using reports, develop specific guidelines for member fraternities to follow and deemphasize social calendars as news
- Be consistent in publishing and set realistic goals for distribution
- Develop structure within fellow governing councils for supporting the annual report
- Always keep positive community relations and interfraternalism in mind and be proud to share your document with faculty members and campus officials
- Carefully monitor the content of all copy and photos to make sure that inappropriate behaviors and negative stereotypes of the fraternity community are not being reinforced





## Social Media Strategy Development Guide

What is your IFC's brand? (Think Values, Mission, Purpose)

Define your IFC (140 characters – to be used in a social media profiles)

List the various stakeholders for your IFC

How will the IFC manage its social presence?  
(Specify who & how they'll collaborate)

Policy: What are your social media commandments? (Thou shall not...)

Top 3 IFC objectives/ goals

- 1.
- 2.
- 3.

Who is the target audience related to IFC goals? (1-3 correspond to the above)

- 1.
- 2.
- 3.



Their knowledge of your IFC: (segment organization presence based on this knowledge)

1. 1 2 3 4 5 6 7 8 9 10
2. 1 2 3 4 5 6 7 8 9 10
3. 1 2 3 4 5 6 7 8 9 10

How does the target audience use social media? (Pick channels that relate to the demographic)

What are the keywords associated with:

Your IFC?

Your audience?

Your objectives?

How will you measure success toward IFC goals? (key performance indicators)

- 1.
- 2.
- 3.

Write an online crisis plan  
(use and adapt existing risk management & PR policies)

Create a content calendar

1. Existing events and activities
2. How frequently you'll post
3. Who is responsible
4. Monthly themes or topics
5. Shared among the social media team



What content already exists that can be re-imagined online?

How will you be socially excellent in social media? (how the org will engage, respond, and meet norms and expectations of that social media channel)

Measure your impact (monthly is good for starters)

1. Each channel has insights
2. Refine your content based on what insights say are your top keywords & topics
3. Ask: how has our social media presence impacted our key performance indicators

How will you transition accounts? (Succession planning, education, logistics)

Refine and reevaluate each semester (What has been learned, what works, where to improve, opportunities for growth)