

IFC Social Media.

Your IFC benefits greatly from an active, inclusive, powerful social media presence. This is your chance to **tell your story** about how great your fraternity community is.

IF YOU LEARN NOTHING ELSE FROM THIS DOCUMENT ...

Post, like, comment, post again, and then post some more. To be successful in your IFC’s social media, you must commit to being active and engaging, positive and supportive across your own feed as well as with your chapters, fellow student organizations and others on campus. A simple reply of “Great job!” or a double-tap like goes a long way.

GET STARTED

- Establish who is tasked with maintaining IFC’s social media presence — likely this will be the Public Relations officer.
- Is a committee a good idea to help support the PR officer? Engaging multiple IFC leaders and fraternity members in creating, re-sharing and planning content helps ensure the goals are met and the posts are robust and diverse. Also, this can be a good avenue for engaging a potential future Public Relations director.
- All social media accounts should be associated with an IFC email (campusifc@gmail.com), not an individual person’s email.
 - Passwords should be shared with *at least two* current IFC officers at all times; this will ensure that the accounts will continue easily as officer terms roll over.
 - You may also consider sharing with your **IFC advisor** as well as any PR/social media committee members.

CONSIDER THE 5Ws

Use this planning document at an officer retreat or meeting to establish and action plan for improving your IFC’s social media.

<h2 style="color: #FFD700;">Why?</h2> <p>Always start with <i>why</i>! Establish some guidelines for your social media accounts to help drive content.</p>	<p>Use this space to list the TOP THREE GOALS you want to accomplish through your IFC’s social media presence.</p> <p>Some suggestions: building your reputation on campus; raising interest from potential fraternity members; engaging with other student organizations; showing school spirit; growing your service and philanthropy efforts.</p> <ol style="list-style-type: none"> 1. 2. 3.
------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

What?

Unsure what to post?
Common/popular post types for IFCs include:

- Individual member or officer highlights
- Recruitment events and chapter profiles
- Service and philanthropy, at the IFC level and of individual chapters
- Academic successes, group and individual
- Birthday shout-outs
- Holidays, formal and informal
- Just awesome or scenic photos

Social media is not hard to manage with some foresight – keep it **POSITIVE BUT SIMPLE**.

Be sure an officer or person is designated to **TAKE PICTURES** at all events for social media.

- Post before – to draw interest in an event – **and after** – to show support and gratitude for events big and small.
- Include all your member chapters. You can and should cheerlead those less-engaged chapters as a way of drawing them into the community.
- Don't forget other fraternal councils (Panhellenic, Multicultural, etc.), chapters from other councils, student government, sports and intramurals, etc. Be sure your IFC accounts are following theirs. Take the time to comment, congratulate, like and re-share when appropriate.
- Who do you need to thank? Use social media as an avenue for appreciation and compassion.
- Be creative. Consider how popular a dance challenge or marshmallow eating contest can be. How can you engage in a fun and friendly (maybe competitive) way through social media? Are there campus traditions you can use?

Where?

What social media channels do you have/need?

Pick one or two that are most popular on your campus and **put your energy into doing them well**.

Here are a few tips for each medium:

Instagram

- Mix up your content: Posts stay on the channel while Stories disappear after 24 hours, so how can you use both in engaging ways?
- The service does not allow hyperlinks in posts. The link in your bio is the only clickable option.
- It's difficult to start a new hashtag successfully. You probably will be better able to engage by using a broader campus-centered hashtag like #RollTide or #GoGators.

Video channels such as YouTube or IGTV

- Creating video, even a short and snappy piece in the style of TikTok or Snapchat, takes time and effort. Plan ahead. Do you have good visuals, lighting, music and editing?
- Is there a student studying film or video who could be a good resource to ask to create some content or join the committee?

	<p>Facebook</p> <ul style="list-style-type: none"> • Universities see this is a good tool for engaging incoming new students. How can the IFC engage with the school and/or freshmen? • Alumni will appreciate an active Facebook presence discussing events like Homecoming and other opportunities to support the IFC.
<p>Who?</p> <p>Don't forget your social media reaches <i>internal and external</i> audiences.</p>	<p>Content should be driven toward the goals you listed under Why? with many audiences in mind. Educate the members of YOUR FRATERNITY COMMUNITY and ask them to re-post and engage with IFC social media.</p> <p>How can you engage your unique INFLUENCERS?</p> <ul style="list-style-type: none"> • What is popular? (Not just "who"?) Sports mascot or teams, respected administrators, academic departments with large enrollments, student media, famous alumni. • Ask them to re-share. • Ask them to post on your behalf.
<p>When?</p> <p>How often should you post? Use your intuition or common sense based on what's the norm for your school within the medium. But: About twice a week is an appropriate MINIMUM.</p>	<p>You may find it helpful to have the committee CREATE A CALENDAR that centers around major campus and IFC events, academics, holidays and other important dates.</p> <ul style="list-style-type: none"> • This calendar can outline specifics on posts if that's helpful for your process. • Or it can simply denote big dates you don't want to miss. <p>About once a month, it's a good idea to review analytics on the posts and see what has done well (and what didn't) and revise or add as needed.</p>



Get help

Contact the NIC for additional advice or ideas. Did you know we can create a custom to your campus logo for your IFC to use on social media?

- Follow us on Instagram [@myfraternitylife](https://www.instagram.com/myfraternitylife) – this feed exclusively shares positive stories, good news and more examples from IFCs and fraternity chapters across North America!
- Email contact@nicfraternity.org for questions or a custom logo.