

# Public Relations Officer Resource



# IFC

**OFFICER RESOURCE** • [nicfraternity.org/ifcsop](http://nicfraternity.org/ifcsop)

# Congratulations!

*You have been chosen by the representatives of your Interfraternity Council to represent the fraternity community for the upcoming year.*

As the IFC Public Relations officer, 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.

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 communities led by the Inter-Greek Councils. This type of interfraternal cooperation will increase the likelihood of successful implementation and maintain positive relations between all elements of the fraternity community.

## Fast Five for the IFC Public Relations Officer

Much of your role of the IFC Public Relations officer can be divided into different categories. Here are the NIC's *Fast Five* expectations for your time in this position.

1.	<b>Social Media</b> <ul style="list-style-type: none"><li>• The IFC Public Relations officer is responsible for creating and maintains the social media presence of the IFC and fraternity community.</li><li>• Social media is an efficient way of sharing information and should be used whenever possible to share positive interfraternal news, pictures, etc.</li></ul>
2.	<b>Websites</b> <ul style="list-style-type: none"><li>• Having an IFC website that introduces the fraternity experience and your campus community to potential members, parents, and administrators is a great way to reinforce the positive image of the fraternity community.</li><li>• Speak with your IFC and/or campus advisor about creating a webpage. Chances are you can work with the campus technology department to create a page that is professionally done.</li></ul>

3.

### 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.
- The IFC must supply information at least weekly to the reporter to maintain their interest and expect any consistency in their coverage.  
Possible 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

4.

### 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.

5.

### Crisis Communication

- When a crisis occurs, there is little time to think about a plan to manage the situation. It's important to have those resources in place and the support you need.
- The NIC can collaborate with you, your advisor and/or university relations office to assist in navigating crisis communication.

# Helpful Resources

## NIC Staff

Contact the NIC for all of your resource and educational needs, campus community development issues and questions about implementing the SOP.

- Complete staff list can be found at [nicfraternity.org/staff](http://nicfraternity.org/staff)
- Email [campus@nicfraternity.org](mailto:campus@nicfraternity.org)

## Interfraternity Council Standard Operating Procedures

The mission of an Interfraternity Council (IFC) is to foster a healthy and vibrant fraternity community. The IFC Standard Operating Procedures (SOP) provide structure and support - a baseline for policies and practices - for IFCs to operate in accordance with NIC Standards, endorsed by all minter/national member fraternities of the NIC.

### Categories in the SOP include:

- Academic Enrichment
- Accountability
- Finances
- Governance
- Health and Safety
- Public Relations
- Recruitment
- Reporting
- Responsible Growth

*Read the full the SOP here: [nicfraternity.org/ifcsop](http://nicfraternity.org/ifcsop)*