How to Use Social Media

1. If social media is not regularly used by the chapter, take an inventory of social media accounts that exist already for the chapter.
   a. Check Facebook, Twitter and other popular social media websites to see if there are multiple accounts for your chapter.
   b. If there are multiple accounts on the same social media website, contact a representative from that website to remove the unwanted accounts.
2. When naming social media accounts, include the name of the national organization, the chapter designation and/or institution.
   a. An example of this is: Alpha Alpha Alpha - Alpha Chapter
      Alpha Alpha Alpha – Loyola University Chicago
   b. This will help identify you from other chapters in your national organization.
   c. Check with your national office for guidelines social media protocol when naming and using social media.
3. Put as much information as possible into the facts sections of the chapter’s social media accounts.
   a. Fluidity of pertinent information is important. Include what campus the chapter is on, founding dates, important work that the chapter does and other information.
4. Make sure that all social media accounts have the same or similar of names.
   a. This will stream line how people search for the chapter. It will make it easy when trying to promote certain programs.
5. Separate private from public groups for the chapter.
   a. The public social media sites should be used to solely promote the chapter activity and accomplishments. Reminders to members, like meetings, should not be sent out on public Facebook or Twitter page.
   b. Private groups can be created to share internal information with the chapter.
6. Use it to promote the great things the chapter is doing!
   a. If the chapter is having a big open event: POST IT! Create an event page through the chapter’s Facebook page. Have members send invites to their friends on and off campus. Be diligent about inviting those who are not a part of SFL.
b. Post that link to the chapter’s Twitter account and any other social media accounts.

7. Keep pictures appropriate and professional.
   a. Only post your best shots. Do not upload more than 2-3 pictures at a time. Remember, these accounts are to promote the chapter and should be treated as such. If you have large albums of pictures, those should be posted in the private groups.

8. Make sure to check grammar and spelling before a post is released.

9. Use the chapter’s account all year long.
   a. Potential new members will be researching the chapters they are interested in joining. A social media account can serve as a wonderful resource for them.
   b. Update the accounts regularly to keep it fresh and streamlined.

10. Have one member or group work on the accounts at a time.
   a. If one person or group is filtering all information, that person will know what has been posted for the public. It lessens confusion between executive members.
   b. If necessary, appoint a social media chair. Chapters can have 2 or more accounts and that can take a lot of organizing.
   c. A committee can be formed to help with social media accounts. Make sure there is a structure in place to avoid repetition or overuse of the account.

11. Do not flood accounts with too much information.
   a. If there is an event happening in a week promote it. Post once every other day and 24 – 12 hours before hand. Have members share that information on their own accounts as well.
   b. Do not post twice a day for 7 days in a row. People will not like it flooding their feeds. This can lead to viewers unliking and unfollowing the chapter’s accounts.

12. Make sure the accounts represent the chapter!
   a. If the chapter loves to regularly work at animal shelters or with kids, make that a cover photo. If a member of the chapter has created a cool new graphic, make that the chapter’s picture. It does not have to be graphics that come only from the national headquarters.
   b. People want to see what that chapter represents, so make sure to demonstrate that in social media.

13. Don’t only utilize your social media to promote events. It can also be used to represent your chapter.
a. Events are important but it not the only thing that your chapter does or connects with. There are plenty of other things you can post to your social media sites.
b. Examples are as follows:
   i. Awards.
   ii. Article that relates to your organization
   iii. Fun facts about your chapter, members, or national organization.
   iv. Member profiles.
   v. Quote from a notable alumni’s of the chapter or national organization.
   vi. Member acceptance into graduate school or professional achievements.

14. Schedule your Facebook posting ahead of time to release during peak hours your page is accessed.
   a. To access this capability, follow the steps below.
      i. Start creating your post at the top of your Page's Timeline.
      ii. Click next to Publish and select Schedule.
      iii. Below Schedule Publish Date, select the date and time when you want the post to publish.
      iv. Click Schedule.
   b. This process allows for planning of posts ahead of time so the chapter does not always have to be online.