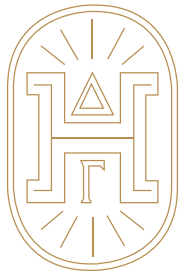




Communications Handbook

Updated August 2024



The goal of the communications handbook is to educate and empower officers to take the steps needed to strengthen Delta Gamma brand recognition and communicate important messages with key audiences.



Edited by the marketing and communications department at Executive Offices.

Delta Gamma Fraternity
3250 Riverside Drive
Columbus, OH 43221

Table of Contents

Introduction and Overview.....	5
Understanding the Role of Communications Officers.....	5
Where Do I Start?.....	6
Transitioning Into Your Role.....	6
Quick Links	6
Public Relations: Being a Brand Champion	7
Public Relations.....	7
Brand Champions.....	7
Collegiate Media Relations	8
What Do You Do If You Receive Media Requests?.....	8
Who Should I Contact First?.....	8
What Happens Next?	8
Who Is The Chapter Spokesperson?.....	8
Should the Chapter Keep a Copy of the Media Coverage? If so, does EO Need to See It?	8
We Want to Request Media Coverage for an Upcoming Event. What is the Process for Doing So?	8
Social Media Policy	9
Holding Members Responsible	9
Community Moderation.....	9
Comment Filters	10
Responding	10
Strengthening our Brand.....	10
Quick Guide To Determining If Hiding Comments/Deleting Comments/Blocking An Individual Are Warranted.....	10
Examples of Strong Social Media Content	11
Fraternity, Foundation and Collegiate Development Consultant Accounts.....	13
Social Media Image Size Cheat Sheet.....	13

Newsletters	14
Audiences	14
Best Practices	15
Newsletters from the Fraternity.....	15
Videos.....	16
Ways to Use Video	16
Best Practices	16
Chapter Websites.....	17
Examples of Strong Chapter Websites.....	17
ANCHORA Submissions.....	18
ANCHORA Submission Deadlines.....	18
ANCHORA Submission Best Practices.....	18
Photos Do's and Don't's.....	19
Examples of Strong ANCHORA Submissions	19
Taking Attendance and Meeting Minutes	20
Tools	20
Chapter Archives	21
Responsibilities.....	21
Tasks.....	21
Sharing Archives with the Chapter.....	21
Updating Bylaws.....	23
To Update Bylaws.....	23
To Make Bylaw Changes.....	23
Additional Resources	23
Appendix A	24
Recruitment Marketing Toolkit	24

Introduction and Overview



Article II of the Delta Gamma Constitution outlines the values that we hold true:

"The objects of this Fraternity shall be to foster high ideals of friendship among women, to promote their educational and cultural interests, to create in them a true sense of social responsibility and to develop in them the best qualities of character."

The purpose of this handbook is to assist collegiate and alumnae communication officers in Delta Gamma with understanding their role within their chapter/association and providing guidelines and best practices to use within their roles.

It's important to always follow the Delta Gamma policies and procedures, but if you take the steps outlined in this handbook, it's easy to get the permissions you need to seek out media attention.

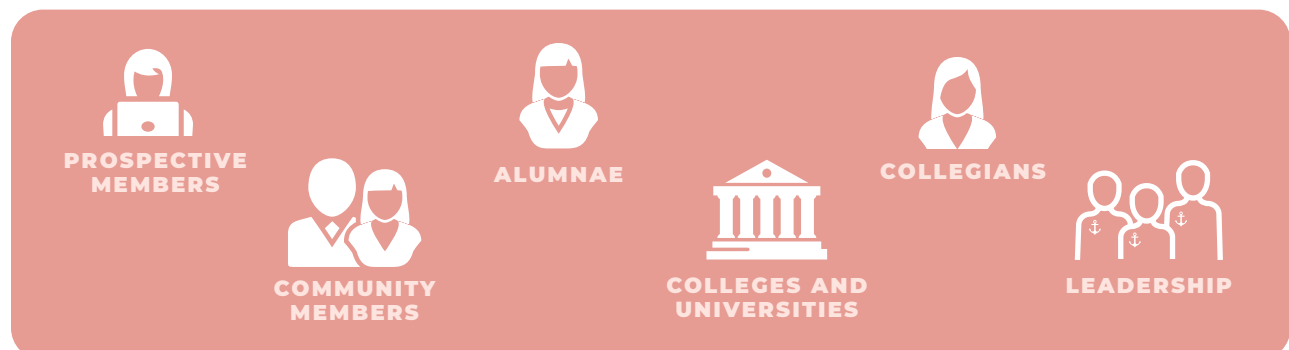
UNDERSTANDING THE ROLE OF COMMUNICATIONS OFFICERS

While a detailed job description is available in the [Delta Gamma library](#). In short, the role of **vp: communications** is charged with:

- Maintaining the public communication channels for the group including but not limited to social media accounts, website, video, etc.
- Taking minutes at chapter/association meetings
- Ensuring an accurate membership roster in [Anchorbase](#)
- Leading the update of chapter/association bylaws as appropriate
- Ensuring communications are aligned with Delta Gamma branding
- Maintaining chapter archives
- Ensuring appropriate communication with all stakeholders*

**This includes ensuring all communications uphold the policies and standards of Delta Gamma, as well as uphold our values as stated in Article II.*

Stakeholders to which communications officers should be communicating to include (but are not limited to):



WHERE DO I START?

There are a variety of resources available in the Delta Gamma library at deltagamma.org. In the library, you can search for items such as “handbook,” “social media,” “videos” and “volunteer descriptions” to find helpful resources.

TRANSITIONING INTO YOUR ROLE

Before you take on your new role, ensure you transition with the former communications officer in your position and request the following:

- Admin access granted to you for:
 - Chapter website (OmegaOne is the templated site most chapters use)
 - Social media accounts (this includes both any public and private groups)
 - memberplanet
- Chapter email account credentials
- Any Google Drive (or other cloud drive) access for previous minutes or files
- Chapter archives (or access to them)
- Original Word documents, spreadsheets or like files for any documents that may need upkeeping (i.e. chapter roster, tracking tools, committees). PDFs are typically not original files and are not able to be easily edited.



Quick Links

[Anchored Connections](#)

[Anchorbase](#)

[Barbara Nussa Boersma](#)

[Library](#)

[Branding Guidelines](#)

[Delta Gamma News/Resources](#)

[Housing Website](#)

[OmegaOne](#)

[Recruitment Website](#)

[Alumnae Officer Navigation Guide: Communications](#)

[CMT Quick Guide: vp: communications](#)

[JCMT Quick Guide: director of chapter archives](#)

[JCMT Quick Guide: director of e-communications](#)

[JCMT Quick Guide: director of public relations](#)

[Leadership Contact Directory](#)

[memberplanet](#)

The remainder of this guide provides tips, guidance, direction and helpful resources based around common areas of focus for communications officers.

Public Relations: Being a Brand Champion

PUBLIC RELATIONS

The Public Relations Society of America defines **public relations** (PR) as a strategic communication process that builds mutually beneficial relationships between organizations and their publics. PR is about influencing, engaging and building relationships with parties of interest to shape the public perception of an organization. For Delta Gamma, this means the way that we communicate with prospective and active members, alumnae and how the general public conveys us as an organization.

Good PR results when members:

- Understand what the Fraternity values are, what is expected of each member in living our values and what every member can expect to gain from membership
- Know what they value about Delta Gamma and why
- Have a strong sense of identity and confidence
- Recognize individual and group responsibilities for determining public image both of the chapter and Fraternity as a whole

BRAND CHAMPIONS

A **brand champion** promotes an organization's products or services and embodies the corporate identity in appearance, demeanor, values and ethics. Every member, volunteer and employee of Delta Gamma is a brand champion who represents our Do Good Sisterhood every day. It is important that those who represent Delta Gamma are brand champions and personify our mission to empower women of impact by merging individual strengths into collective power.

So, what does championing the brand entail for communications officers?

- Ensuring consistency with brand standards*
- Ensuring you share only what you are permitted to publicly [See this quick reference guide for confidential information](#)
- Supporting the chapter president in development of talking points in the event of media relations requests
- Ensuring social media, newsletters, videos and websites uphold the Delta Gamma brand standards and project Article II

**Delta Gamma's [Branding Guidelines](#) were designed to provide your chapter the framework to share your member experience in a way that allows you to showcase your unique chapter personality while also aligning with all chapters across North America. By utilizing our brand's colors, message structure and imagery, you establish familiarity and trust with your audience that will ultimately amplify your chapter's voice.*



Check out the quick, 15-minute [Communications Officer Brand Activity](#) that can be used by vp: communications to train members of CMT/JCMT on the DG brand!

Collegiate Media Relations

Keep in mind, any crisis situation should be reported to Executive Offices (EO) by the chapter president to crisis@deltagamma.org. In the president's absence, follow the chain of command. Contacting the crisis response team at EO should never take place before contacting emergency responders or the chapter advisory team chair (ATC)/house corporation president/Regional Collegiate Specialist (RCS). Executive Offices will assist the chapter in approving messaging if any media relations needs arise as a result of a crisis. Send all media requests or statements for approval to media@deltagamma.org.

WHAT DO YOU DO IF YOU RECEIVE MEDIA REQUESTS?

There may be times when your chapter receives an inquiry from a member of the media seeking comment regarding an incident on campus, community issues, the fraternity/sorority community as a whole or your upcoming philanthropy event. When this happens, it's important to inform your chapter president and ATC. Remember, do not provide a statement or comment without approval from EO.

WHO SHOULD I CONTACT FIRST?

Your chapter president should be the first person you reach out to regarding the request, who can then escalate to the ATC if the chapter wishes to respond to the inquiry or needs guidance. If your ATC is not available, and your chapter has a communications adviser, they will be your next best resource.

WHAT HAPPENS NEXT?

Once your ATC/communications adviser approves the response to a media inquiry, they will inform your RCS/Council Appointed Coordinator (CAC)/New Chapter Coordinator (NCC), your Regional Director and your collegiate development specialist (CDS) at EO. Once approval is secured from EO, you may proceed with providing information to the media.

WHO IS THE CHAPTER SPOKESPERSON?

The chapter spokesperson depends on the type of event on which the media is seeking coverage; most of the time, the chapter president will serve as the spokesperson. There may be other instances, such as a fundraiser like Anchor Splash, or primary recruitment, where the chapter officer responsible for the event may serve as the spokesperson. Reach out to your chapter's CDS with specific questions.

SHOULD THE CHAPTER KEEP A COPY OF THE MEDIA COVERAGE? IF SO, DOES EO NEED TO SEE IT?

Yes! Send EO a copy of the media coverage, especially if it's a positive news story. Please keep these in your chapter archives and consider submitting as part of your chapter's quarterly *ANCHORA* submission or tagging us on social media to share positive coverage.

WE WANT TO REQUEST MEDIA COVERAGE FOR AN UPCOMING EVENT. WHAT IS THE PROCESS FOR DOING SO?

If you want to seek media coverage for a positive event that your chapter is holding, it is strongly recommended that you seek approval from your ATC/communications adviser and RCS before doing so. Press releases published by EO can serve as a template and are available under the [News/Resources page](#) on the website. A [press release template](#) is also available in the library.

Social Media Policy

HOLDING MEMBERS RESPONSIBLE

Each chapter/group is encouraged to have its own social media outlets, but all must be executed within the boundaries of the [Social Media Policy](#). Specifically, Section 6 of the policy details the specific enforceable policies. Consider reviewing Section 6 with your chapter/group at the beginning of each term. Inappropriate comments made by members are subject to Statement of Obligation Reviews for collegians and Membership Reviews for alumnae.

Refer to the [Social Media Policy](#) and the [Social Media Policy FAQ](#) for the types of posts that could be inappropriate. If you believe a member has posted something in violation of the policy, refer to the [Social Media Policy Procedures](#) for guidance on what to do next.

COMMUNITY MODERATION

Unfortunately, not all social media engagement is positive or appropriate, whether that be on a public platform or within a private group. Consider creating community guidelines for social media to set clear expectations for those interacting with your page. View the [Fraternity Social Media Community Guidelines](#) as an example below, which can help simplify and clarify moderation if needed.

Delta Gamma Fraternity Community Guidelines

Delta Gamma Fraternity is dedicated to creating an environment of care and respect. Although we welcome engagement and discussion on this page, that discussion should remain thoughtful, with construction critique and respectful dialogue.

As such, we ask all members to abide by the following Community Guidelines, which exemplify behavior rooted in our shared values of Article II. Violating these guidelines and exhibiting behavior this is not consistent with our purpose and values will result in the removal of your comments or posts from our page. Multiple Community Guideline violations may also result in a suspension or ban from the Delta Gamma Fraternity page.

Foster high ideals or friendship among women

- Never bully or harass another individual.

Promote their educational and cultural interests

- Never share words of aggression, violence, racism, homophobia, transphobia, classism, ageism, sexism or other discriminatory language.

Create a true sense of social responsibility

- Not knowingly spread harmful information or misinformation.

Develop in them the best qualities of character

- Not contain language that is profane, offensive or harmful to anyone.
- Never explicitly or implicitly threaten another's safety

All guidelines must operate within the bounds of the Social Media Policy. These guidelines can apply to private and public spaces. Guidelines created by collegiate chapters should be reviewed by the communications adviser and advisory team chair.

COMMENT FILTERS

Chapters can consider whether the use of keyword filters for certain problematic words and phrases, such as swear/profane language, may be helpful to utilize. This will result in the comment either being automatically hidden to all except the commenter ([Facebook](#)) or not appearing at all ([Instagram](#)). This can semi-automate your comment moderation for you. These should only be used for words that are never okay. Not words or phrases that could be problematic (or spam) depending on their context.

QUICK GUIDE TO DETERMINING IF HIDING COMMENTS/DELETING COMMENTS/BLOCKING AN INDIVIDUAL ARE WARRANTED

- ❑ Has this person posted in a way that is not congruent with Delta Gamma's values as stated in Article II?
- ❑ Has this person posted profane language?
- ❑ Has this person implicitly or explicitly threatened anyone's safety?
- ❑ Has this person shared words of aggression, violence, racism, homophobia, transphobia, classism or other discriminatory language?
- ❑ Has this person created a situation that could be perceived as bullying or harassing in nature?

If you answered YES one or more of these questions, reference the information below for more details and recommended next steps.

RESPONDING

- ❑ Determine your chapter's comfortability with answering questions/responding on social media. In general, direct questions should receive a response, whether that be in the comments or via direct message. It can be as simple as confirming receipt of the message or directing the individual to contact an email address for more information.
- ❑ If the person is upset, offer to connect them with an adviser, officer, regional volunteer or campus professional. It is best practice to obtain their contact details and share with the adviser, officer, regional volunteer or campus professional rather than vice versa.
- ❑ Keep a document of common questions and responses, this will help provide continuity among officers.

STRENGTHENING OUR BRAND

Delta Gamma's image is affected by every social media post. When we project Article II, our Fraternity shows what makes it unique. However, the rare cases where a sister posts inappropriate content impacts not just your chapter, but the entire Fraternity.

Put Purpose to Practice

- ❑ Incorporate regular programming/dedicated time to review social media best practices. Sites such as [Hootsuite](#), [Sprout Social](#) and others have great blogs and best practices to share.
- ❑ Consider hosting a guest speaker to talk about the importance of social media in the professional world.
- ❑ Practice creating social media content that relate to Article II.
- ❑ Showcase a member on social media each week for a different pillar of Article II.
- ❑ Host educational series on social media platforms.
- ❑ Shoutout a sister during each meeting for their exemplary social media.

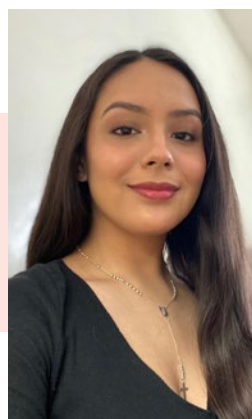
EXAMPLES OF STRONG SOCIAL MEDIA CONTENT



WE'RE DOING GOOD ALL. WEEK. LONG.

Check out our "Do Good Week" story highlight to see how you can get involved and do a little good this week.

@deltagammalsu



This #WhyDGWednesday we want to continue to highlight some of our SAFs of Hispanic descent! Next is Tania Guadalupe Almanza.

"To celebrate Hispanic Heritage Month, my family and I enjoy spending time together and eating the amazing food we love. This is also the time my parents, aunts, and uncles enjoy telling us (their children)

about the "good old days" of their youth in Mexico. The adventures and trouble they would get in will always leave us breathlessly laughing. It is a time for them to look back and see how far they have come and a chance for me to appreciate everything they have done for us. From my Hispanic Heritage, I am most proud of my ability of speaking a second language. It allows me to communicate with

twice the number of people and gives me the opportunity to express myself in whatever way I can.

My hispanic heritage has allowed me to flourish in Delta Gamma. In this house I have been able to embrace who I am and where I come from. The amount of love I get from my sisters when I speak Spanish or share my culture is one of a kind. After a semester of experiencing the culture shock that most college freshmen experience, I was able to find a group of wonderful girls who allow me to continue representing where I come from and are always willing to learn about me and my culture. I have the opportunity to be a part of the most accepting community I have found on campus so far. Delta Gamma's motto "Do Good" to me means to not only think but to DO what you believe is good. Whether that be by words or actions, it is something that can always have a positive effect in someone's life. My sisters in this chapter take this motto to heart and always act with good intentions and pureness in their heart."

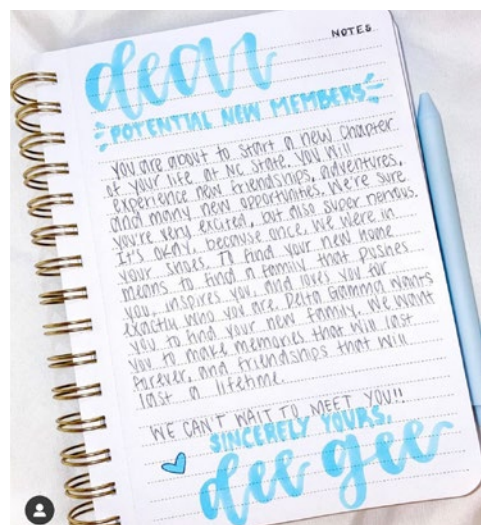
@zeta_deltagamma

dear potential new members...

we are SO excited to get to know every single one of you, and we can't wait for you to find your home away from home. registration closes at midnight!!

#gopanhellenic

@deltagammancsu





Today's letter is "G" for "give." Just this week, NCDG members far surpassed our goal of 1,873 units donated to @graceupongraceproject. In fact, @thenordicdawn and @alashmore just loaded up Dawn's car with a final count of 5,372 units. Thank you for donating during #DoGoodWeek2020. @deltagamma_eo

Just because the week is almost over doesn't mean we ever stop doing good. Don't forget to bring donations for the food bank to each of our events throughout the year, starting on September 21 at the kickoff!

#NCDoGood #DoGoodWeek2020 #DeltaGammaAlumnae
@nocodgalum



Summer Spotlight: Olivia Heard

This summer Olivia worked as a Public Relations Intern for CNN. As an intern her days consisted of creating morning newsletters of all the big news stories that happened the day before, looking at media trends, compiling daily clips for the DC talent, tracking Twitter and what was trending, and writing Fox News and CNN SWOT analyses.

When asked about the experience she said, "I learned way more than I thought I ever would and it gave me better insight into what I want to do later in life. Since my major is American Popular Culture there isn't a clear path of where to go after graduation. Working at CNN allowed me to explore news and politics as a possible option." We are continuously amazed by women such as Olivia, and we cannot wait to see all that she accomplishes in the future. #iamasororitywoman

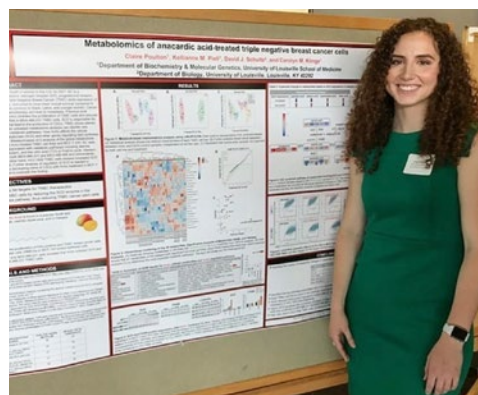
@deltagammausc

Fall semester is rapidly approaching and we are all getting so excited to finally reunite on campus and get back into the swing of college life! Before we move on to new classes and new routines, we wanted to recognize and celebrate some of our brilliant sisters for how they spent their summers.

First up: Claire Poulton! She completed a research internship at the University of Louisville where she studied triple negative breast cancer.

"My internship this summer was a great opportunity to learn about manuscript and grant writing along with getting bench work experience. The most interesting part was learning how to collect and analyze flow cytometry data as a way to test for the presence of cancer stem cells!"

@deltagammacwru



SOCIAL MEDIA IMAGE SIZE CHEAT SHEET



Profile photos: 170 x 170 pixels
Cover photos: 851 x 315 pixels
Feed posts and timeline photos:

- **Landscape:** 1200 x 630 pixels
- **Portrait:** 630 x 1200 pixels
- **Square:** 1200 x 1200 pixels

Stories: 1080 x 1920 pixels
Event image: 1920 x 1080 pixels



Profile photos: 400 x 400 pixels
Header photos: 1500 x 500 pixels
In-stream/feed photos: 1600 x 1900 pixels
Stories: 1080 x 1920 pixels
Card image: 120 x 120 pixels



Profile photos: 320 x 320 pixels
Feed photos:

- **Landscape:** 1080 x 566 pixels
- **Portrait:** 1080 x 1350 pixels
- **Square:** 1080 x 1080 pixels

Thumbnails: 1080 pixels wide
Stories: 1080 x 1920 pixels
Carousels:

- **Landscape:** 1080 x 566 pixels
- **Portrait:** 1080 x 1350 pixels
- **Square:** 1080 x 1080 pixels

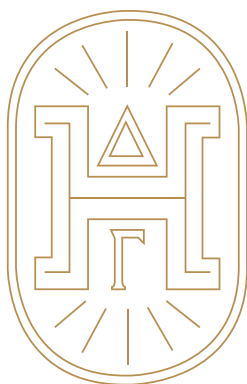
IGTV: 1080 x 1920 pixels (aspect ratio of 9:16)

- **IGTV cover photos:** 420 x 654 pixels



Channel Profile: 800 x 800 pixels
Channel Cover Photo: 2560 x 1440 pixels
Video Uploads: 1280 x 720 pixels

FRATERNITY, FOUNDATION AND COLLEGIATE DEVELOPMENT CONSULTANT ACCOUNTS



Fraternity



[@deltagamma](https://www.facebook.com/deltagamma)



[@deltagamma_eo](https://www.instagram.com/deltagamma_eo)



[@deltagamma](https://twitter.com/deltagamma)



Foundation



[@DeltaGammaFoundation](https://www.facebook.com/DeltaGammaFoundation)



[@dgfoundation](https://www.instagram.com/dgfoundation)



[@DGF_Tweets](https://twitter.com/DGF_Tweets)

Collegiate Development Consultants



[@deltagammacdc](https://www.facebook.com/deltagammacdc)

Newsletters

Whether speaking to collegians or alumnae, newsletters at a consistent frequency determined by the chapter are a great way to keep members up to date on the latest news happening in and around the chapter and to build connection amongst members. We recommend a quarterly message, but chapters should select what works best for them.

- [memberplanet](#) offers several templates for e-newsletters that make it easy for you to send.
- [Canva](#) can also be a great resource for crafting and designing newsletter content.

There are a variety of ways to compile newsletters based on your bandwidth, audience and frequency of messages:

Good	Better	Best
<ul style="list-style-type: none">□ Write a simple, brief email to members with updates from your chapter and what's coming up	<ul style="list-style-type: none">□ Utilize memberplanet to send an e-newsletter in a mobile responsive format□ Use Canva to create a more visual layout or incorporate photos and links so members can engage with your content	<ul style="list-style-type: none">□ Upload copies of the e-newsletter to your chapter website so all can access□ Add on a newsletter to parents/support systems□ Ask for feedback from recipients on what they'd like to see more of in your newsletters□ Share a copy with your campus FSA

AUDIENCES

As you develop and share your newsletter content, keep your stakeholders in mind:

- If you are a **collegiate chapter**, consider sending your newsletter to the local alumnae group leadership (you can use the [Chapter Locator](#) to find contact information).
- If you are an **alumnae group**, consider sending your newsletter to the collegiate chapter presidents in your area. This is a great way to fill your pipeline of upcoming graduates who may be looking for alumnae group involvement.
- If you work with local community members (such as a school for children with visual impairments), consider sharing the newsletter with them – *IF the content is not secretive to Delta Gammas.*

BEST PRACTICES

As you develop newsletters, keep in mind the following best practices:

- Brief and brilliant: Keep content short, sweet, to the point and as few words as possible. We recommend less than 150 words per topic when possible.
- Pictures tell a story; use them! Members love to see other members, so take the opportunity to highlight some of the amazing things sisters are doing.
- Seek input for content. Utilize your chapter members, fraternity and sorority life offices and alumnae as resources for newsletter content.

Content ideas include:

- Recent members' life events (engagements, welcoming new family members, new jobs/promotions, moves, etc.)
- Upcoming Delta Gamma events open to your audience
- Updates from previous events – who attended? What did you do/discuss?
- Updates from community partners with which the group works closely
- Repurposed content – share updates from:
 - Other collegiate/alumnae newsletters
 - Fraternity and Foundation Facebook or Instagram posts
 - [Delta Gamma blog](#)

Have someone proofread before you send! Put your best foot forward by ensuring there are no typos, formatting is consistent and sentences are structured in ways that make sense to readers. Check out this [AP Style overview](#) for writing/editing tips.

NEWSLETTERS FROM THE FRATERNITY

Executive Offices will send you a number of recurring communications as a member or chapter officer that contain important information:



Collegiate Officer Newsletters

sent monthly based
on your officer role

Alumnae Compass

sent quarterly to all
alumnae group officers

DG Headlines

sent to all Delta
Gammas on a
quarterly basis

If ever you are not receiving these communications, ensure your member profile on the [Delta Gamma website](#) is up-to-date, as this is the contact information we use to communicate with you.

Videos

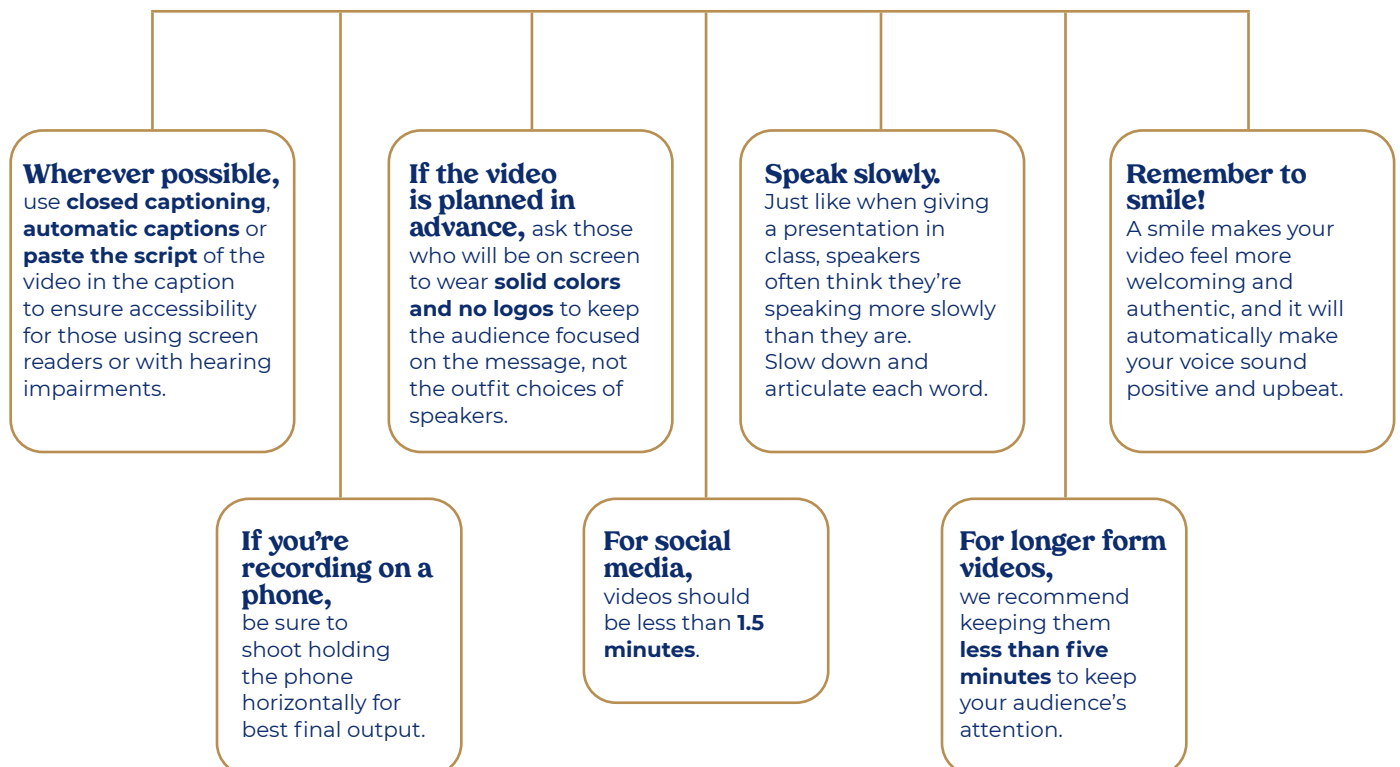
Videos are one of the most popular communication vehicles today, used across a variety of communication platforms. As you develop any video, consider the following:

- What is the purpose?
- What do you hope to achieve?
- Who is the audience?
- Does the video uphold Delta Gamma's values?
- Does the video showcase all the core beliefs that Delta Gamma aims to uphold as well as the diversity of our sisters in your chapter?
- Does the video fit into your chapter budget?
- Is the video consistent with Delta Gamma branding standards?
- Have you considered accessibility and turned on .SRT captions?
- Do you have a distribution plan in place? (If collegian, your advisor must approve.)

WAYS TO USE VIDEO

- **Go live on Instagram to connect with viewers.** A great time to do this is ahead of recruitment season to talk with potential new members (PNMs) about the Delta Gamma experience and what they can expect when visiting your chapter.
- **Ask different members of CMT/JCMT to record videos with positive messages** that can be shared with the larger group in times of high stress such as finals week, ahead of recruitment, during Do Good Week or the last week of summer before moving back to campus.
- **Get footage at your chapter events** that can then be incorporated into your more highly produced videos shown at campus events or during recruitment rounds.

BEST PRACTICES



Chapter Websites

All chapters are encouraged to use the Delta Gamma website templates available in [OmegaOne](#). This ensures appropriate branding and that important pieces of content are added. It also ensures the website can be located by search engines.

It is important to keep websites updated with current photos, contact information and important upcoming dates (e.g., recruitment, Founders Day, philanthropy events, open houses, fall kick-offs, etc.). Update your websites once in the fall, once in the spring and after officer elections (at a minimum).

Remember that potential new members, local and distant alumnae and parents and other organizations are just a few of your website's audience. People **DO** visit your websites, so it is important to keep them updated, relevant and interesting.

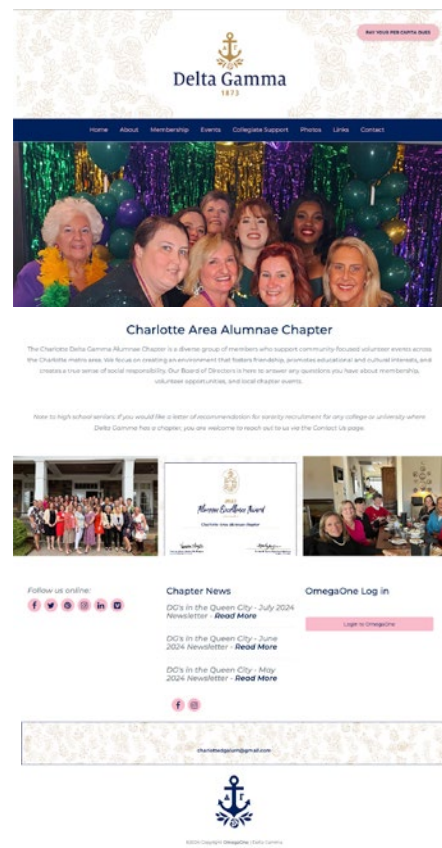
In order to make revisions to your chapter's OmegaOne website, the vp: communications or other communications officer must be an admin on the site (the chapter president can adjust those permissions). If the chapter chooses to develop a website on their own, reference the [Branding Guidelines](#) and [Brand Elements](#) available in the library.

EXAMPLES OF STRONG CHAPTER WEBSITES

COLLEGIATE [BETA GAMMA-UTAH](#)



ALUMNAE [CHARLOTTE AREA ALUMNAE CHAPTER](#)



ANCHORA Submissions

To create the ANCHORA, Delta Gamma needs the help of our members and alumnae. Your stories are what make the ANCHORA compelling! Your knowledge of chapter activities, interesting member stories, and trends help us craft the award-winning publication.

ANCHORA SUBMISSION DEADLINES

January 15 | Spring Issue

April 15 | Summer Issue

July 15 | Fall Issue

October 15 | Winter Issue

As you develop your chapter's content for submission utilize the following:

- **Submit Story Ideas:** Use [this form](#) to submit ideas, Cable Connection submissions and feature story suggestions. You can also submit photos through this form.
- **Submit photos:**
 - Email: Delta Gamma accepts photos that have been emailed straight from the camera/phone that are not compressed or cropped. Emailed photos should NOT be embedded into the body of an email or a Microsoft Word document; they should be files that are attached to the email. Send emails to: anchora@deltagamma.org.
 - Mail: Hard copies may also be submitted to: Delta Gamma Executive Offices, attn: ANCHORA, 3250 Riverside Dr., Columbus, OH 43221-0397

ANCHORA SUBMISSION BEST PRACTICES

- Limit the number of words to 50 or less.
- Be concise, thoughtful and enthusiastic with your submission.
- Highlight your cause, chapter, event or member. We love stories that showcase our values as stated in Article II but tend to get more basic updates that aren't "reader friendly." Think about the types of articles you like to read in magazines or online and try to craft your submissions in a way that will capture the attention of all Delta Gammas as they read our magazine.
- Be specific using full names, chapters of Initiation, dates and locations if possible.

PHOTOS DO'S AND DON'T'S

DO

- Have high resolution photos of 300 dpi/ppi or larger (usually < 1MB).
- Have action shots of groups of two to 10 people.
- Include chapter name and title in the photo description (i.e., collegians from Beta-Washington or alumnae of Chicago West Suburban).
- Know all submitted photos become property of Delta Gamma and may be used in any materials, speeches or presentations without approval.

DON'T

- Show drinking glasses, cups, cans or bottles, smoking or drug paraphernalia regardless of the subjects' age.
- Have groups so large that faces cannot be seen.
- Share a photo from another chapter or unrelated event.
- Share photos more than 2 years old of members (especially headshots). Current is more authentic and accurate.

EXAMPLES OF STRONG ANCHORA SUBMISSIONS



ZETA THETA-COLUMBIA

Anti-racism Initiative

The chapter has been working to address systemic anti-Black racism and its implications within their school and Fraternity/Sorority Community. In hopes of starting a long overdue and permanent discussion, as a chapter, and within the Columbia University community at large, four women of Zeta Theta began constructing a collaborative resource for members to use to confront, understand and help to dismantle systemic anti-Black racism in fraternity/sorority life, on college campuses and in broader communities. With the help of Columbia faculty, advisers and fellow students, Zeta Theta launched the beginning of an ongoing anti-racism initiative to their chapter and every fraternity and sorority chapter at Columbia.

The focus of the syllabus is to highlight the voices and work of Black creators, activists, scholars and artists in helping a predominately white chapter, and institution, confront anti-Black racism. The chapter has been hosting bi-weekly discussions, during which they address thoughts on the featured texts/works and share personal experiences and reactions to the material they are working through together. Every section ends with a feature of a work of art by a Black creator that helps to visualize and connect with the topic at hand, as well as "action items" that give all members opportunities to take action, whether through supporting related causes financially or through voter registration, petitions, volunteer hours, research or internship opportunities. The hope is that this initiative goes far beyond the discussions they have as a chapter and becomes a concrete path to building a more equitable future for the chapter and intersecting communities at Columbia, in New York City, and beyond.

They are happy to share their resources. Please contact Antigone Ntagkounakis, Zeta Theta president: an2818@columbia.edu for access to the syllabus document or with any questions.

CHAPEL HILL/DURHAM ALUMNAE

'Champion' Mom Becomes Alumna Initiate

When Brittney Anne Bahlman, Sigma-Northwestern, thinks about Delta Gamma, the word that always resonated with her is 'champion.' In everything she has ever done, her mother, Becky Postlethwait Bahlman, has been there, her constant

T-shirts at Carolina to hanging awards in the Beta Theta-Duke chapter room when Brittney served as their ATC.

After relocating to Chapel Hill, NC, and running into Patricia Proctor Bradley, Beta Theta-Duke, at their new church, Brittney hoped that it would be the first step in her mom's Delta Gamma journey. As many sisters know from their own recruitment experiences, all it takes is that one person who says "this is the place for you" to make all the difference. Becky is always calling Brittney now, telling her about the events she has coming up with the Delta Gammas, and how she already feels like this was the way it always should have been.

Becky was sponsored by the Chapel Hill/Durham alumnae and became an alumna initiate member of Beta Theta-Duke on Sunday, March 3, 2020.

Brittney has moved five times since college, and each time Becky was grateful for the family that Delta Gamma created for Brittney in each of those new cities. Now that Becky has relocated to the Chapel Hill-area, Brittney's heart rests a little easier knowing the incredible sisterhood of support and love that is welcoming her with open arms.

As many sisters know from their own recruitment experiences, all it takes is that one person who says "this is the place for you" to make all the difference.

champion doing whatever it took to ensure she had every chance, every opportunity, to be whatever she wanted to be. Before Delta Gamma entered Brittney's life, her mother taught her what it meant to be a champion for someone else; to give of yourself so another can have the chance to do better. Over the years, she has been a champion for many sorority women in Brittney's life, from chaperoning a recruitment counselor retreat at Alabama to sorting recruitment



FORT WAYNE ALUMNAE

Companion in Training

Fort Worth alumna, Kat Anderson Pompa, Gamma Tau-Texas Christian, successfully raised Guide-Dog-In-Training, Shipley, from age 10 weeks to 15 months. Due to her hard work and his ideal temperament, Shipley has moved to Phase 7 of 8 in training, which very few dogs achieve. If he graduates this stage, he will be paired with his blind companion. The Fort Worth alumnae group were delighted and very proud to have sponsored such a talented pair! Good luck, Shipley!



ALPHA NU-USC Pledge Class of '65 Reconnects Via 30-Day Photo Challenge

Bonds that began forming in the fall of 1965 among the pledge sisters of Alpha Nu-USC, proven to be lifelines in the coronavirus pandemic of 2020. Seventeen sisters are closer now than they were 55 years ago, thanks to digital connections in the age of COVID.

In mid-April, they began emailing to support one another. Karen Keiholtz Burkland suggested that they participate in a 30-day photo challenge, taking pictures and posting them on email. The group is now coming to the end of the fifth such challenge and preparing for the sixth.

Karen explained, "We've learned more about our lives, loves and grandchildren, have celebrated birthdays, taken home tours, passed on helpful hints, and daily validated the value of these longtime friendships. We haven't let politics get in our way, we've supported sisters who have been ill, and had surgery and injuries. We have beaten down boredom and loneliness by having something to look for if not hourly, daily."

Robyn McKellar Arthur loves that "victories and failures have been shared with humor and insight, all of it reminding us of why we were—and remain—sisters."



BETA KAPPA-KANSAS AND GAMMA UPSILON-WICHITA STATE COVID Vaccine!

Coworkers and Delta Gamma sisters work as hematology/blood and marrow transplant nurses at the University of Kansas Health System in Kansas City, Kansas. They posed for this photo after receiving their COVID vaccine together. On the left is Taryn Olsen, Beta Kappa-Kansas, and on the right is Joleen Oates Jones, Gamma Upsilon-Wichita State.

Taking Attendance and Meeting Minutes

Amongst the regular duties of the vp: communications position are attendance and minute taking. These responsibilities are an essential part of chapter operations as it helps to keep everyone organized and on-track. It is through this form of accountability that ensures that chapter is able to accomplish important tasks. For example, without chapter quorum, a chapter vote cannot occur, and without a chapter vote, changes to budget or bylaws and standing rules cannot be tracked in the minutes and ultimately implemented.

TOOLS

While the system you put in place is at your discretion, Delta Gamma does have some resources on how to accomplish these responsibilities.

MINUTES

Located in the [library](#) on the Delta Gamma website are some guidelines that can be used to assist you in formatting your meeting minutes. The [Guidelines for Taking Effective Minutes](#) will walk you through important information that should be included. Additionally, it also provides a link to the [Taking Minutes 101](#) video. This video, created by Fraternity President **Wilma Wilbanks, Alpha Psi-Mississippi**, goes into detail of minute taking in practice.

Chapter Archives

Your chapter's history and memorabilia are unique, so it is your responsibility to make sure they are both celebrated and cared for properly.

Take an audit each year of what special items you have. This means the director of chapter archives should maintain an inventory of anything that could be valuable to your chapter's history.

FOR EXAMPLE:

Trophies/Awards • Composites • Minute Books
Physical Photographs • Scrapbooks/Photo Albums
Art • Roll Books (work with the director of rituals)

RESPONSIBILITIES

- Keep and post a copy of the chapter inventory with a date in the chapter online files, in your officer materials and post one in your rituals closet and/or provide a copy to your house corporation president for safekeeping.
 - Partner with your chapter's house corporation, if applicable, to help identify inventory items (e.g., painting, sculptures, etc.).
- Throughout the school year, work with the director of e-communications to save photos from your chapter digitally via Dropbox or on an external hard drive.
 - Do not rely on social media to keep these for you as the platforms evolve quickly and may not be available in 50-100 years when collegians of the future want to see what life was like for you today.

TASKS

- Complete the "Update Chapter History" task on [Anchorbase](#) each year.
- This is where you can make note of any achievements/awards that the chapter received, major housing developments and even major achievements of individual members (e.g., student body president, Rhodes/Fulbright Scholarships, national awards, etc.).

Contact the Delta Gamma archivist at EO (archivist@deltagamma.org) for an updated version of your chapter's history if you cannot find one in your chapter files. Refer to the archives handbook in the Delta Gamma online library for more information regarding your role and expectations for handling some of your most precious items—your history!

SHARING ARCHIVES WITH THE CHAPTER

If your chapter has many physical items, like old composites, trophies, or art, research the history of an item and bring a new one to a chapter meeting once a month. Share the stories you learn with your sisters! Contact the archivist at EO for potential assistance with the provenance of an item or its history.

WHEN/WHERE TO DISPLAY

*Founders Day • Philanthropy Events • Recruitment
Milestone Anniversaries • Homecoming • Student Union
Campus Fraternity/Sorority Office*

Work with the officer/director who manages your chapter's social media to incorporate archival photos related to programming and social media plans.

Preparing for recruitment or COB?	Share a Bid Day photo from the 1980s.
Is Anchor Games around the corner?	Share a picture of sisters participating from 2009. Share photos of them from the day they first joined!
Are the seniors about to graduate?	No matter how young your chapter is, you are always collecting archival information that can be celebrated.

Updating Bylaws

Collegiate bylaws are subject to update annually while alumnae chapters/associations are updated every two years.

TO UPDATE BYLAWS

- Utilize the template available in the [Delta Gamma library](#). Officers will receive communication in the bi-weekly collegiate officer newsletters when these are available in the spring term*.
- Work with your leadership team (including advisors for collegiate chapters) to make any appropriate updates.

***Pro tip:** The year in bottom right-hand corner should reflect the year you are updating.

TO MAKE BYLAW CHANGES

1. Locate the change you think is needed in the bylaws
2. Document the recommended change and rationale
3. Seek approval from leadership team (including advisors)
4. Submit your bylaws to your Regional Collegiate Specialist (RCS) or Regional Alumnae Specialist (RAS) as appropriate for approval.



Additional Resources

[AP Stylebook](#)

[bit.ly](#)

[Canva](#)

[Color Accessibility Checker](#)

[Delta Gamma Style Guide](#)

[Delta Gamma Vimeo](#)

[Disability Language Style Guide](#)

[Belonging, Equity, Inclusion and Diversity \(BEID\)](#)

[Emojipedia](#)

[Giphy](#) (search *deltagammafraternity*)

[Guide to social media image sizes](#)

[Linkin.bio](#)

[QR Code Generator](#)

[Unsplash](#)

Appendix A

RECRUITMENT MARKETING TOOLKIT

It's recruitment time! This toolkit will serve as a resource to assist your chapter in showcasing your sisterhood during recruitment or Continuous Open Bidding (COB) marketing efforts!

PURPOSE AND GOAL OF THE TOOLKIT

- Effectively attract potential new members (PNMs)
- Share ideas for posts and communication strategies
- Build connections with DG at the local and international level
- Recognize best practices

WHAT IS INCLUDED

- Tips and best practices for print materials, social media, websites
- Helpful apps and websites
- Sample social media content calendar
- Editable Canva templates & downloadable graphics

PRE-RECRUITMENT MARKETING CHECKLIST

- Update recruitment registration links on all social media accounts and the website
- Showcase your authentic sisterhood by highlighting the unique aspects of your chapter
- Ensure all chapter members are included in your social media content
- Collaborate with your director of e-communications, vp: communications and Evaluating Committee (EVC) to brainstorm marketing plans for your chapter!
- Ensure all social media platforms are equally active
- Encourage your chapter members to share their positive recruitment and membership stories on their own social media accounts. Nothing resonates more with potential new members than the authentic, lived experiences of individual members.
- Break down and tell the story like it is someone's first time hearing about it. Many PNMs don't know the lingo and jargon that we use in sorority life, so take that into consideration as you tell your story.
- Trends on social media can be fun and entertaining. But make sure you are connecting your content to how you want your chapter to be perceived. Your audience only sees what you share, so make sure that content truly exemplifies what makes your chapter unique.

PRINT

Print materials, like flyers, posters and postcards can be useful tools to communicate events, celebrations and fundraisers. To make them most effective, keep the following in mind to ensure clarity, readability and appeal.

- Choose the right format and layout for your message (typically 8.5x11 in. for flyers, 11x17 in. for posters, and 3x5 in. for postcards).
- Select the correct font size and color for each format to ensure readability. Never use a font size smaller than 6-8 pt and ensure there is enough contrast when selecting color combinations.
- Follow the [DG Brand Guidelines](#) and use brand fonts and colors!
- Use images and graphics wisely and be sure they are not overwhelming or take away from the core message.

- Ensure image quality is at least 300 dpi for printing.
- Consider using more blank or “white space” in your design to focus the viewer’s attention on your message to increase impact.
- Use hierarchy (thinking heading, subheading, paragraph text) to draw attention to essential information like dates, times and locations.
- Keep it short and sweet! Write your message to be clear and concise. Use spell check to find any potential errors.
- Check to see if your print vendor has any additional tips or guidelines for ensuring a successful print project.

SOCIAL MEDIA

See page 28-29 for a sample social media strategy and content calendar.

Instagram

- This is the most effective tool to market your chapter!
- Ensure your bio is updated to include current links and information, such as:
 - Recruitment registration
 - COB interest form
 - Fundraising links
 - Chapter website
- Utilize a consistent and cohesive aesthetic on your page. See page 27 for instructions on how to access ready-to-use Canva templates.
- Use hashtags like #DoGoodSisterhood #DeltaGamma #IAmASororityWoman
- Encourage members to engage with posts, comment and reshare chapter posts.
- If your chapter prefers to create your own graphics, consider these things:
 - Limit excessive color use and stick to a limited color palette
 - Use 1-4 fonts, and make sure one is easy to read
 - Be sure all graphics look cohesive
- Videos perform best, followed by carousel photos and single photos. Avoid graphics, as they do not perform well
- Prioritize group photos! This will include more members and truly show sisterhood.

TikTok

- Videos can be more casual and fun than other social media channels! They should be strategic, but no need to make them incredibly polished
- Film videos vertically
- Find trending songs or make videos that involve fun trends (ensure they are appropriate)
- Short videos are best; think 30 seconds or less

Facebook

- Repost Executive Office’s content to share organizational updates or events
- Link to your Instagram account and website
- Use Facebook to share chapter events, fundraisers and important updates
- Many alumnae and parents follow chapter Facebook pages, so don’t neglect this account

WEBSITE

- Your website is often one of the first places PNMs will visit to learn more about your chapter so make sure it is up to date! Here are a few things to keep updated:
 - Officers, history, events, awards and photos
- Add a letter to PNMs from your vp: membership. See page 27 for instructions on

how to access ready-to-use Canva templates.

- Link to the [Delta Gamma Family Guide](#)
- Add the link to your alumnae newsletter or consider starting a blog!

BEING INCLUSIVE ON SOCIAL MEDIA

Delta Gamma aims for recruitment to be a positive, inclusive and exciting experience for all members and potential new members! Avoiding tokenism in social media is crucial for creating authentic and inclusive content. Here are some tips to help you steer clear of tokenism:

- Ensure that your content reflects a genuine diversity of perspectives, backgrounds, and experiences. Avoid featuring only one individual from a particular group as a token representative.
- Engage with diverse communities authentically, seeking input and feedback from them rather than simply featuring them for optics.
- Avoid reducing individuals to single aspects of their identity and instead embrace the complexity of who they are.
- Ensure diversity not only in front of the camera but also behind the scenes.
- Stay informed about the experiences and perspectives of marginalized communities and be open to evolving your approach based on new insights
- Include an image description to ensure accessibility for all users.
- You can view Delta Gamma's resources on avoiding tokenism in recruitment [here](#).

HELPFUL APPS & WEBSITES

Accessibility

- Image Description Generator | [Pallyy](#)
- Accessibility Color Checker | [WebAIM](#)

Social Media Scheduling

- In-app scheduling; free
- Later; free with paid options available
- Planable; free with paid options available

Photo & Video Editing

- Adobe Photoshop Lightroom; free
- Snapseed; free with paid options available
- VSCO; free with paid options available
- Capcut; free
- Inshot; free with paid options available

Graphics

- Canva; free with paid options available
- Adobe Express; included in Adobe subscription
- Picsart; subscription required

CUSTOMIZABLE CANVA TEMPLATES & ASSETS

Looking for help creating graphics? Want to stay on brand on social and digital media? Follow these steps to download and access our Canva templates:

- Select a template below and click the link
- Click “File” and then “Make a copy” (You may have to login or create a Canva account)
- Download graphics as-is in the next step, or add text and/or insert a photo to the template using the upload tab or by drag and dropping the photo
- Click the “share” button in the upper right-hand corner, then select “download”
- Select the pages you want to download and click “download”
- All done! Move the images into the platform to share (i.e. social media, email, website, print vendor)

Social Media

- [IG Story – Colorful](#)
- [IG Story – Navy and Bronze](#)
- [IG Story – Monochrome](#)
- [Story Highlights – Colorful](#)
- [Story Highlights – Navy and Bronze](#)
- [Story Highlights – Monochrome](#)
- [Profile Pictures](#)
- [Square Post – Colorful](#)
- [Square Post – Navy and Bronze](#)
- [Square Post – Monochrome](#)
- [Cover Photo](#)

Graphics (Email or Website)

- [Email Header](#)
- [Button](#)
- [Headshot](#)
- [Web Banner](#)

Print

- [Letterhead](#)
- [Flyer/Newsletter](#)

Have ideas for new templates, questions or issues? Please email Executive Offices Marketing and Communications department at commdept@deltagamma.org.

SAMPLE SOCIAL MEDIA STRATEGY

Purpose

All Delta Gamma chapters are encouraged to publish values-based content on their social media accounts. Values-based content is content that aligns with Article II. This content affirms what it means to be a Delta Gamma and what we hold true.

Article II of the Delta Gamma Constitution

The objects of this Fraternity shall be to foster high ideals of friendship among women, to promote their educational and cultural interests, to create in them a true sense of social responsibility, and to develop in them the best qualities of character.

Themes to Focus On

- Sisterhood
- Philanthropy/Service
- Member Accomplishments/Spotlights
- Why DG Wednesday
- Educational and Cultural Interests

Sample Posts

- Throwback to Bid Day
 - Use a photo from a past Bid Day
 - Include a quote from a member about why she joined DG
- Philanthropy Event/Service Project
 - Use a photo from a past philanthropy event or service project
 - Explain the purpose of the event
 - Highlight the impact on the community in the caption (i.e., dollars raised; hours worked)
- Member Accomplishment/Spotlights
 - Post about member(s) accomplishment/job/internship/award winner/sports team/position on campus
 - Use a photo of this member in action (i.e., at the job, receiving an award)
 - Use a quote from that member talking about their experience
- #DuosWhoDoGood
 - This is a great way to showcase sisterhood and friendships built by DG
- Why DG Wednesday
 - Ask 1-2 members each week to share a quote about why they joined DG, post each Wednesday
 - This could be an Instagram story or feed post
- Introduce CMT & JCMT
 - Post on Instagram stories
 - A photo, position and quote about why they are excited to be an officer from each CMT member
- Travel Photos
 - Add more depth to travel posts to focus on educational and cultural interests
 - Add a quote from the member about the trip, where they traveled to, what they learned, etc.
- Dear PNM
 - Have members write letters to PNMs
 - Post photos of those letters
 - [Example](#)

Examples

- [Brown Delta Gamma](#) – Member Spotlight
- [Penn State Delta Gamma](#) – CMT Spotlight
- [Ohio State Delta Gamma](#) – Letter to PNMs
- [Oklahoma Delta Gamma](#) – Philanthropy Event

SAMPLE CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Theme: Philanthropy	Theme: Educational & Cultural Interests	Theme: Duos Who Do Good	Theme: Why DG Wednesday	Theme: Sisterhood	Theme: Member Spotlights	Theme: Sisterhood
<p>Post: Swinging for Sight 🟡</p> <p>Yesterday, we hosted a tennis tournament and raised over \$10,000 for our philanthropy Service for Sight! Shout out to @sigmachi for winning the tournament and thank you to all who participated.</p>	<p>Post: Checking in from Spain 🇪🇸</p> <p>Hannah spent fall break exploring her tenth country! While traveling, she loves to visit a museum in each new place she goes. This trip, she said, "XYZ."</p>	<p>Check out this #DGDuo! They became close during recruitment last year and are inseparable now.</p> <p>✨Ella, junior</p> <p>"Quote"</p>	<p>Post: #WhyDG</p> <p>Wednesday</p> <p>✨Anna K, junior</p> <p>"Quote"</p>	<p>Post: Lots of big/little love 💕</p> <p>Tag your family to show some love</p>	<p>Post: Saddle up 🐎</p> <p>Eva spent the summer working on a ranch in Wyoming as part of her veterinary sciences program.</p> <p>"Quote"</p>	<p>Post: Saturday well spent with our sisters 🛍️</p> <p>This weekend, we took a trip to the farmer's market. Tag your shopping buddy 🛍️</p>