



Tips for Continuing Your Recruitment Promotion

Share your members' stories!

- Everybody has a different recruitment experience, from why they signed up to their reason for choosing Delta Gamma. Find those moments and share them with your audience. It can be a #WhyDGWednesday where you share a member's story of why they chose DG along with photos or a video on Reels or TikTok. Get creative and showcase your members' experiences on your social channels.
- 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.

Remember that it's all Greek to PNMs!

- 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.
- Remember, too, that they may not know much about the recruitment experience or sorority life in general. Showcase a sisterhood event, share your philanthropy work and have members who live in your Delta Gamma home talk about living in the house. All of this will give those watching your social channels a better, more complete idea of what you are asking them to be a part of.

Participate in the trends but make them unique to your chapter.

- 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.

Post as you normally would—not in response to the documentary.

- Execute your content calendar as you have it planned. Don't feel the need to react with a post in defense of your chapter, Delta Gamma Fraternity or sorority life as a whole simply because of the film.
- When you receive a negative comment—or quite a few—on any of your social media posts, they are almost always outweighed by hundreds or even thousands of positive comments, likes and sentiments! Taking a good look at the numbers can help you keep the situation in perspective.

Support #IAmASororityWoman campaign.

- We encourage you to participate with us as we engage in the “I Am a Sorority Woman” campaign in the coming weeks. Delta Gamma created the campaign in 2013, which showcases the ways in which members defy the stereotypes of what it means to be a sorority woman. This seeks to connect sororities and their members under one common goal, regardless of our letters. Many of our fellow NPC groups will also support the campaign and further its reach.
- You can access the toolkit on the library.

Don't forget to tag us so we can share your posts and stories, too!