Today's Presenters

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Why Communicate?

Why Communicate?

CONNECT

ENGAGE

INVEST

Investment

Share Information

Form Opinion

Get Engaged

Stir Passion
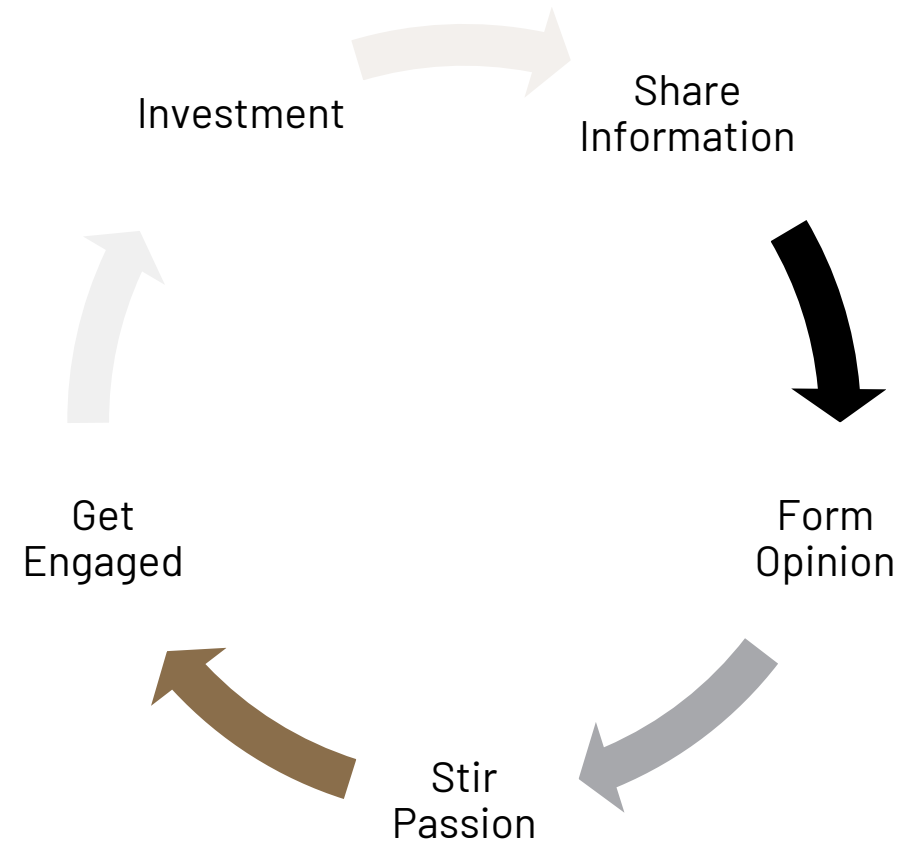
Why Communicate?

Sense of Connection to...

- 19% - Alumni Chapter

- 22% - Collegiate Chapter

Interest in Receiving Info/Updates

- 77% - Collegiate Chapter

- 64% - Alumni Chapter

Importance of Maintaining Connection

- 57% - Sigma Nu maintains connection to Brothers

Personal Responsibility to Support

- 68% - Fellow alumni

- 64% - Collegiate chapters and brothers

What does an alumni communications plan look like?

Benchmarks for Excellence
(Related to Collegiate Chapter Communication)

Taken from Alumni Development Subcategory of the Pursuit of Excellence Program

Chapter produces and distributes alumni newsletters each academic year, at least three times per year each academic year, in paper OR electronic formats.

Chapter uses four or more virtual platforms (e.g., social media, email, website) to communicate with general alumni on the activities of the chapter.

Chapter submits news to the General Fraternity (i.e., "Tell Us Your News") at least four times per year.

Acceptable Criteria

- Chapter provides at least an annual update to alumni through either a traditional newsletter or email format.
- Chapter uses one or more virtual platforms (e.g., social media, email, website) to communicate with general alumni on the activities of the chapter.
- Chapter submits news to the General Fraternity (i.e., "Tell Us Your News") at least once per year.

Benchmarks for Excellence
(Continued)

An alumni communications plan should address the following:

- **Who (the collegiate chapter, the alumni chapter, or a designated volunteer) will coordinate and distribute a newsletter?**
  - *How many newsletters will be distributed per year? Will at least one newsletter be distributed in print? What content (profiles, collegiate chapter updates, event announcements, etc.) will become consistent staples in each newsletter? (Best Practice Example 1, Example 2)*

- **How will social media be leveraged?**
  - *Which social media accounts (Facebook, Instagram, Twitter, LinkedIn, etc.) will be utilized? Is it necessary for the Alumni Chapter to manage separate accounts from the collegiate chapter? How often will content be posted to an account?*

- **What about a website?**
  - *Who will maintain it? What information should it host? Does it need to be separate from a website maintained by the collegiate chapter?*

Chapter Newsletter vs.
Alumni Newsletter

Chapter Newsletter vs. Alumni Newsletter

Alumni Oversight: Coordinating Content and Publication

- Building/Managing Contact Listing

- Stay Consistent

- Solicit updates/information from alumni

- Coordinate chapter news/information with Alumni Relations Chairman/Commander

- Managing Social Media/Online Presence

Chapter Newsletter vs. Alumni Newsletter

Content Split: What to Communicate

- Three categories of content: Alumni, Chapter, Gen. Fraternity/School

- Different Scenarios = Different Mix

  - Alumni Content = 60-80%
  - Chapter Content = 15-30%
  - Gen. Fraternity/School = 10%

Building a Social Media Presence

The 5 Ws of Social Media

(Why, Where, Who, What, and When)

Why – Why are you using social media? What is your or your alumni chapter's "why"?

Where – Where will you post content ? *Remember, different platforms serve different communication preferences and generational audiences.*

Who – Who is your target audience (collegiate members, alumni, friends, non-members, etc.)?
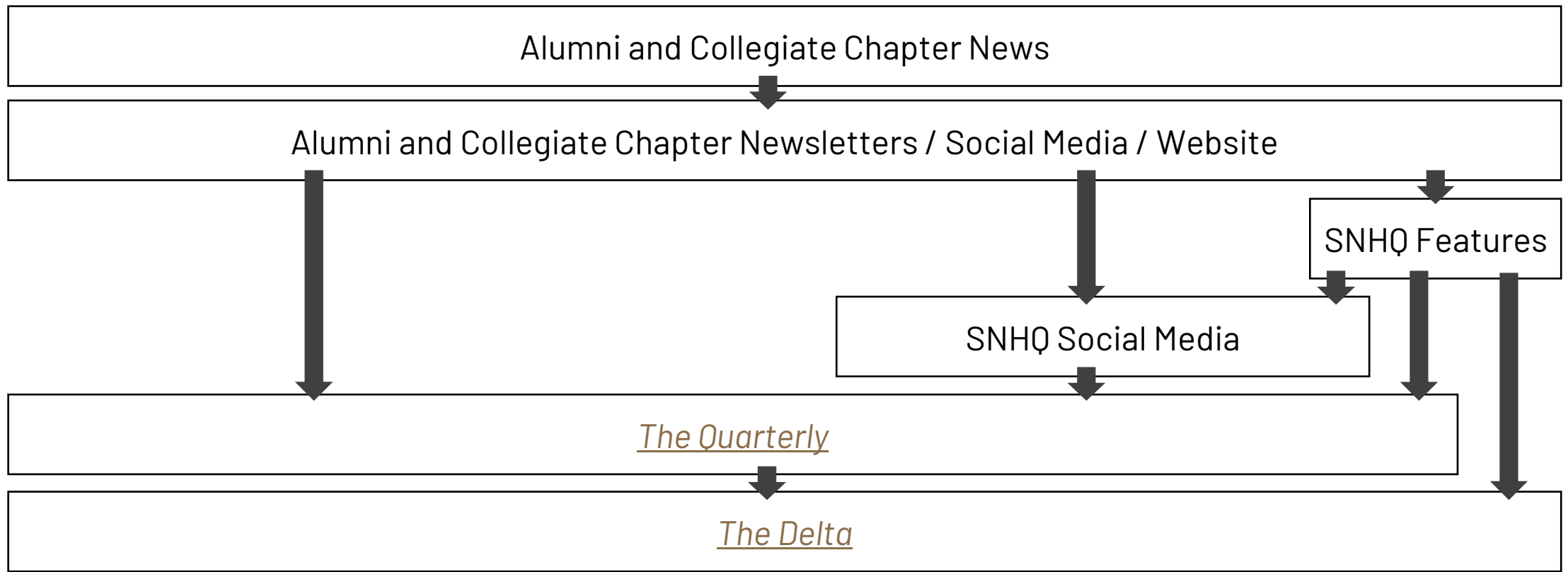
What – What will you share? What does your target audience want to know/see/hear?

When – When will you post content? How often?

Submitting News to the General Fraternity

Pulling Back the Curtain

(How news flows from chapters to the general membership)

Alumni and Collegiate Chapter News

↓

Alumni and Collegiate Chapter Newsletters / Social Media / Website

SNHQ Features

SNHQ Social Media

The Quarterly

The Delta

Pulling Back the Curtain

(How the General Fraternity engages with chapter-managed social media)

Posts that are likely to be reposted or "liked" by General Fraternity

- **Chapter Accomplishments/Successes**
  - e.g., The chapter wins "Chapter of the Year" award, the chapter has the highest IFC GPA, etc.
- **Examples of Chapter Involved in Campus Leadership**
  - e.g., Group of brothers serving as Orientation leaders, chapter hosting an educational program for the campus, etc.
- **Member Accomplishments/Successes**
  - e.g., Brother wins "Fraternity Man of the Year," brother elected SGA president, prestigious distinction, etc.
- **Chapter-level Service and Philanthropy**
  - e.g., Brothers engaged in service or action shots from chapter philanthropy event
- **Alumni events and profiles**
  - e.g., Alumni Chapter events, shoutouts of volunteers/advisors, major alumni achievements, etc.
- **Chapter Brotherhood Events**
  - e.g., Brothers playing paintball, camping, etc.

Pulling Back the Curtain

(How the General Fraternity engages with chapter-managed social media, continued...)

Posts that are likely not to be reposted or "liked" by General Fraternity

- **Chapter Accomplishments/Successes Unrelated to Chapter Operations**
  - e.g., Chapter wins Greek Week, the chapter is a sorority philanthropy winner, etc.
- **Member Accomplishments/Successes that are Unrelated to Campus Leadership or Commonplace**
  - e.g., Dean's list, Chapter's Brother of the Week, etc.
- **Chapter Social Events**
  - e.g., Brothers attending a mixer, party, etc.
- **Duplicate Posts or Multi-Part Content**
  - e.g., Chapter shares photo, which is an already planned feature from the General Fraternity, chapter posts multiple times about the same content, etc.
- **Routine Chapter Operations**
  - e.g., Announcement of newly elected chapter officers

Pulling Back the Curtain
(How the General Fraternity engages with chapter-managed social media, continued...)

Posts that will not get reposted or be "liked" by General Fraternity:

- **Pictures that feature alcohol, drugs, and/or paraphernalia or branding**
  - Even the impression of alcohol/drugs without clear indication (e.g., red solo cups)
- **Violations of the Risk Reduction Policy**
- **Birthday Shoutouts**
- **Content Related to Chapter Sweethearts**

Other Considerations:

- **Alumni content, because it is received less frequently, is often prioritized for distribution from the General Fraternity**
- **The Fraternity does not reshare or post fundraising solicitations on behalf of chapters, members, or alumni (i.e., GoFundMe's, etc.)**

Resources

Newsletters
- MailChimp – https://mailchimp.com/
- Constant Contact – https://www.constantcontact.com/
- MailerLite – https://www.mailerlite.com/

Websites
- Wix – https://www.wix.com/
- Weebly – https://www.weebly.com/
- Squarespace – https://www.squarespace.com/

Social Media
- Facebook – https://www.facebook.com/
- Instagram – https://www.instagram.com/
- LinkedIn – https://www.linkedin.com/
- *(Twitter, Snapchat, and TikTok are not recommended)*

Design Tools
- Canva – https://www.canva.com/
- GIMP – https://www.gimp.org/

Full-Service Providers
- Pennington & Company – https://www.penningtonco.com/
- Affinity Connection – https://www.affinityconnection.com/

Questions?

Sigma Nu Fraternity

Thank You!

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