



## GUIDANCE FOR HOUSE TOUR VIDEOS

For chapters with houses, tours and promotional videos can be a resource to showcase your chapter facility for alumni, guests or friends of the chapter, and potential new members. The goal of these videos is to provide a glimpse of what life at the Sigma Nu house looks like and the spaces available within the chapter facility that contribute to the undergraduate membership experience. Tour videos, if done well, can also be a way for the chapter to demonstrate its personality and contribution to the campus community.

Because tour videos serve as a reflection of the chapter, guidance has been provided below to help chapters navigate the creation of an effective video.

### Features to Showcase:

- Chapter history and history of the facility
- Notable alumni that have contributed to the history of the chapter
- Recent awards and campus recognition
- Unique rooms, spaces, and miscellaneous features
- Common areas, including the chapter room, kitchen, outdoor space, study rooms, and an example living space
  - Ensure that you show rooms that are set up to the feature what they are created for (e.g. If you have a study room, make sure it is clear that is normal use of the space).
  - Make sure that the house and individual rooms are clean.
- Brothers being active and utilizing features of the house
  - Brothers featured in the video should be mindful of their appearance and behavior

### Things that Should Not Appear in a Video:

- Drug or alcohol use or related paraphernalia in any spaces including common areas, living spaces, etc.
- Violations of the [Risk Reduction Policy](#)
- Actions/comments/remarks that would place the chapter or the General Fraternity into disrepute.

If you have any questions about the construction of a house tour video or would like suggestions and feedback on your chapter's recruitment effort, please contact Evan Winebarger, Director of Expansion and Recruitment at [evan.winebarger@sigmanu.org](mailto:evan.winebarger@sigmanu.org).