



Chapter Best Practices: Social Media

Boosting Chapter/Member Engagement with Social Media

When the Alpha Chi chapter at Eastern Central University convened a meeting last year, only 10 out of 250 showed up. Something wasn't clicking. To increase engagement, the chapter launched a social media blitz. One year later, ECU's chapter has seen dramatic increases in attendance, enthusiasm and awareness. In fact, enrollment rose from 35% prior to the social media campaign to 46% after.

How did they do it?

Successful chapters use social media to:

Promote and celebrate induction.

Take photos of each pinner and pinnee and post on Facebook with tagged names (to build awareness of Alpha Chi with each new members' social network). Again, this promotes the recognition today's students crave (a Facebook album of ECU's new inductees generated 4,790 views).

Tell their story.

ECU asked its members, "Why did you join Alpha Chi?" Their answers (in short quote form) became a multi-channel campaign fueling content for Facebook, Twitter, school email and printed posters around campus.

Build chapter cohesion.

At larger schools, members may not know one another at all. Facebook, in particular, helps promote a sense of belonging—even when members have never met in person.

Publicize chapter events.

When ECU wanted to throw a holiday party, they first asked their members, via Facebook, what type of party they preferred. The result: a masquerade dance held on Induction night. Students loved dressing up and shared selfies across social channels. The event dramatically raised Alpha Chi's awareness on campus.

Promote good work.

Service is a core value at Alpha Chi. When documenting students' service activities, ALWAYS TAKE PHOTOS, and be quick to share, retweet, and like photos your students take themselves. Photos are an excellent way to personalize the Alpha Chi brand and promote the tangible difference your chapter makes in the community.

Publicize scholarship money to new members.

The cost to join Alpha Chi can be a barrier for many financially strapped students at ECU (and most likely your school too). Publicize the availability of scholarships across your social channels and be quick to celebrate when students win.

Collaborate with other campus organizations

A good deed has a way of coming back around. Always say yes when asked to promote other groups' events. Not only does this collaboration build goodwill on campus, but you can gain momentum by associating Alpha Chi with other thriving organizations and individuals, those people and groups who might be "influencers" of potential Alpha Chi students.

Social media taps into this generation's core values:

Belonging

- Creates a sense of identity on a large campus
- Rallies students around shared interests and goals

Recognition

- Allows students to publicly affiliate with Alpha Chi.
- Gives students a public platform to announce academic achievements they may not otherwise mention.

Ease

- Offers an affordable means of publicizing important deadlines and activities.
- Allows chapters to share information and promote events in real time.

5 PRO TIPS FOR YOUR CHAPTER

1. Listen to students about technology. As digital natives, their ideas and activities have a quality of fluency and authenticity many sponsors struggle to imitate.
2. Create events that can be tweeted.
3. Create an "officer" position for a student member to lead social media activity.
4. Encourage members to tweet/share/Snapchat as events are happening.
5. Take photos constantly.

Shout out!

These Best Practices were created by Alpha Chi of Eastern Central University (ECU), Oklahoma Gamma Chapter. Their findings were originally presented to the 2017 Alpha Chi National Conference in Louisville, KY. The ideas sprang from one of their chapter strengthening sessions. If you have any questions, please contact Oklahoma Gamma Chapter sponsor Christine Pappas at cpappas@ecok.edu.