



# CHAPTER GUIDE TO SOCIAL MEDIA



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# INTRODUCTION

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Over the past few decades, chapters of Alpha Phi Omega have had to depend more and more on technology and social platforms to better advocate for building Leadership, Friendship and Service on campuses across the country. Some chapters have harnessed use of platforms like Facebook and Instagram, while others have succeeded with more traditional methods like flyers and newspapers. As technology continues to open more avenues of outreach, many chapters have found social media a fruitful way to welcome more new members, expand their service impact and support positive change in the community.

Social media is all about community, conversations and connections. Through online platforms, chapters can create community, start conversations and make connections all based around the value Alpha Phi Omega brings to the campus and surrounding area. Chapter outreach expands well beyond Leadership, Friendship and Service and may include other core values like community, foresight and respect.

Whether the chapter is new to social media or just looking to better impact the surrounding campus and community, this is the right place. This guide is intended to provide social media tools, strategies and knowledge to Alpha Phi Omega members for the purposes of developing the chapter and expanding chapter outreach.

**Follow APO on social media to keep up with APO news and tag us on Instagram for a chance to have your photos featured!**



**@apostaff**



**@APOStaff**



**@AlphaPhiOmega.USA**

# CHAPTER SOCIAL MEDIA TEAM

When planning for chapter social media efforts, it's important to identify the structure of the public relations or social media team, including which officer the team falls under. Since the placement of the social media team can vary from chapter to chapter, the graphic below is a recommendation for the chain of command for chapters developing their social media program.

## MEMBERSHIP VICE PRESIDENT

- Develops strategies for outreach programs
- Identifies recruitment and retention program targets
- Builds shared connections on a chapter, sectional, regional and national level

The membership vice president oversees outreach programs like recruitment and retention, and develops the strategic targets of each program area. Once identified, the membership vice president will coordinate with the social media or public relations chair so they can orchestrate communications that encourage new membership.

## SOCIAL MEDIA/PR CHAIR

- Develops initiatives that meet programmatic needs
- Builds and maintains chapter communications plans
- Acts as a liaison between the committee and the membership vice president

A social media/PR chair will develop initiatives that meet the programmatic needs identified by the membership vice president. Using their digital marketing skills, they will determine how best to communicate to encourage recruitment, retention and growth.

## SOCIAL MEDIA/PR COMMITTEE

- Plan and implement outreach tactics
- Evaluate communications efforts upon completion
- Communicate achievements and set-backs directly to social media/PR chair

The committee helps the chair in planning and implementing communications tactics and evaluating results. The delegation of tasks among positions can vary from chapter to chapter.

When making and executing a social media plan, it may be helpful to have multiple members involved in the process. Getting a fresh set of eyes on a communications plan, or even just on one post, may spark new ideas and improve the chapter's overall strategy. Additionally, having multiple members involved may help in keeping all of the chapter's strategic goals in mind. One such goal may be recruiting new members, another may be increasing chapter morale through celebrations and recognitions, and another still may be engaging with the general campus community. More goals, as well as tactics to achieve those goals, can be found later in this resource.

# BEST PRACTICES

Whether the chapter is creating social media accounts for the first time or has been on social media for a while, there are some best practices to follow to ensure the social media presence is set on a solid foundation.

- ▶ To build and maintain a strong social media presence, try to post at least twice per week. However, if the chapter has a busy week with multiple pieces of content, don't be afraid to post more!
- ▶ Take pictures all the time! Above all, the goal of the chapter's social media accounts is to give an authentic glimpse into who the chapter is and what the chapter does. Even if the picture isn't "perfect," take it anyway – it never hurts to have too much content to choose from.
- ▶ Create a social media calendar to keep organized. The chapter may decide to use an online calendar (like Google Calendar, Outlook Calendar, etc.), a paper calendar, an Excel spreadsheet or something else entirely. [Click here to see a sample Excel spreadsheet.](#)
  - The social media calendar doesn't have to be set in stone at the beginning of each semester, but it helps to write down post ideas in a tentative calendar to visualize a posting schedule. Once the chapter finds a format that works for this calendar, it can be used every semester to ensure consistency.
- ▶ Follow an array of APO and university-related accounts to keep up to date on relevant information and expand the chapter's reach. See the box below for some ideas on who the chapter could be following.
- ▶ Tag APO's official social media account(s) to notify the sectional/regional/national organizations of the chapter's happenings. Some of these accounts may feature the chapter's photos!

## WHO TO FOLLOW

### CAMPUS

- The chapter's host college/university
- Campus involvement office
- Other campus organizations
- Campus student leaders

### COMMUNITY

- Service organizations the chapter serves
- Service organizations the chapter would like to serve
- Community leaders
- Local businesses and event spaces the chapter supports

### APO

- Sectional/regional/national social media accounts
- APO leaders
- APO partner organizations
- Other APO chapters

# TIPS

To help with planning and generating content, here are some general social media tips and tricks. See the end of this resource for some example posts or to get some inspiration.

- ▶ When starting the social media calendar each semester or each school year, start by brainstorming a list of important dates. These dates could include:
  - APO Founder's Day (December 16)
  - First day of fall semester and first day of spring semester
  - Last day of fall semester and last day of spring semester
  - Recurring chapter events (Leadership/Friendship/Service programs, pledging ceremonies, initiation ceremonies, etc.)
- ▶ Ask members to submit photos of themselves doing things that exemplify Leadership, Friendship and Service. For example:
  - Sarah sends in a screenshot of her attending a professional development conference on Zoom.
  - Tyler is remote learning from home and sends in a photo of items his family collected to donate to a local shelter.
  - Alex sends in a photo of them hanging out with another APO brother at a local park, socially distanced and wearing masks.

## MICROEFFORTS THAT MATTER

- Following other campus organizations
- Following students that follow the chapter's account
- Commenting on the college's/university's posts
- Liking posts from chapter members and/or other organizations
- Responding in a timely manner to any messages

# TIPS (CONT.)

- ▶ Set up weekly social media post themes for easy, yet engaging content.
  - #MembershipMonday or #NewMemberMonday: Feature members of the chapter or pledges/new members with a photo. Members can also submit fun facts to be included with their photo.
  - #ThrowbackThursday: Post past chapter photos. This could include photos from earlier in the semester, earlier in the year or in previous years.
  - #ServiceSaturday: Post a photo of a favorite chapter service project or feature a service organization the chapter frequently serves.
- ▶ For more information-heavy posts, the chapter can sign up for a free account on Canva to make visually appealing graphics. See the end of this resource for some examples of graphics made on Canva.

**ALPHA PHΙ ΩMEGA**  
NATIONAL CO-ED SERVICE FRATERNITY

<b>MONDAY SEPTEMBER 7TH</b> Meet the eBoard 6:30pm LEARN WHAT WE'RE ALL ABOUT STRAIGHT FROM OUR CHAPTER'S OFFICERS.	<b>TUESDAY SEPTEMBER 8TH</b> Creek Clean-Up 5pm JOIN US AS WE DO OUR PART IN KEEPING THE COMMUNITY CLEAN.
<b>WEDNESDAY SEPTEMBER 9TH</b> Pot-A-Plant 6pm COME CREATE YOUR NEWEST DORM DECORATION WITH US!	<b>THURSDAY SEPTEMBER 10TH</b> Dog Toy Creation 6pm HELP US MAKE OUR FURRY FRIENDS SOME NEW TOYS!
<b>FRIDAY SEPTEMBER 11TH</b> Cook-Out 5pm WIND DOWN AFTER AN EVENTFUL WEEK WITH SOME FOOD AND YARD GAMES!	

Omicron Alpha Chapter at Kutztown University

*Member Monday*



*Rafael Pena*

Alpha Delta Eta Chapter at SUNY Albany

# SOCIAL MEDIA GOALS & STRATEGIES

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As the chapter continues to develop an understanding of social media best practices and gets more comfortable with the available tools, chapter leaders should begin strategizing the “why” behind chapter posts. Every social media post, comment and share should be intentional and, if possible, creative.

To help your chapter navigate the strategy of posting online, refer to the goals below. For each goal listed, there are various ways to achieve the desired outcome.

If your chapter wants to **increase its following**:

- ▶ Share relevant posts from campus offices or other student organizations
- ▶ Ask members to share chapter posts on their stories and profiles
- ▶ Ask other campus organizations and offices to highlight APO on their account
- ▶ Add the chapter’s website link (if applicable) to the bio of member accounts and reference it often
- ▶ Follow the suggested audiences found earlier in this resource

If your chapter wants to **build its potential new member list**:

- ▶ Follow back new followers (if you follow back, you need to engage with them)
- ▶ Direct message students who engage with the page
  - Check out [Building Connections – Opening Lines for Texts and Direct Messages](#) for some one-liners!
- ▶ Send invitations for upcoming events to non-members who follow the chapter account
- ▶ Show off APO in action on campus and in the community
- ▶ Tag other well-known offices and organizations on campus

If your chapter wants to **improve campus outreach**:

- ▶ Invite all followers to join an upcoming event
- ▶ Host a giveaway or contest between APO and other student organizations to attract new audiences
- ▶ Highlight campus resources to help APO be an avenue for support, even for non-members

# SOCIAL MEDIA GOALS & STRATEGIES

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If your chapter wants to **improve campus outreach (cont.)**:

- ▶ Create a campaign that includes a hashtag where participants can showcase:
  - Random acts of kindness
  - Student organizations making a difference
  - Student leaders

If your chapter wants to **collaborate with more campus organizations**:

- ▶ Highlight that organization's posts on the chapter account
- ▶ Invite that organization to do a social media takeover with APO
- ▶ Go live with another organization's leaders for a fun, brief interview
- ▶ Showcase other organizations APO members are involved in
- ▶ Get involved in multi-organization events on campus and post about it
- ▶ Invite members of other organizations to join APO in service
- ▶ Host a get-together with members of other organizations

If your chapter wants to **increase online engagement**:

- ▶ Post diverse content that applies beyond APO
- ▶ Post consistently and share creative content
- ▶ Engage with others first
- ▶ Post content that has a direct ask or method of engagement
  - Ask questions in post captions or use the various tools available on Instagram stories!

If your chapter wants to **increase chapter morale**:

- ▶ Showcase member achievements
- ▶ Highlight chapter successes
- ▶ Recognize important happenings or events, like birthdays

# EVENT GRAPHICS

The graphics on this page are meant to help your chapter advertise a variety of chapter events. To download one of these graphics, click on it and you should be taken to a webpage. Once there, right click to save the image. You can also access these graphics through our Instagram Highlights.



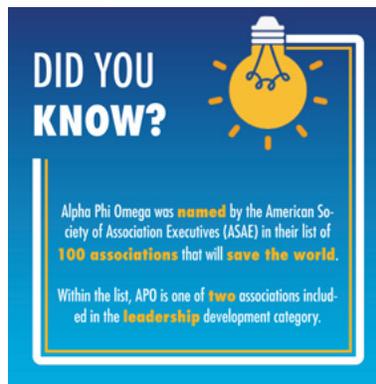
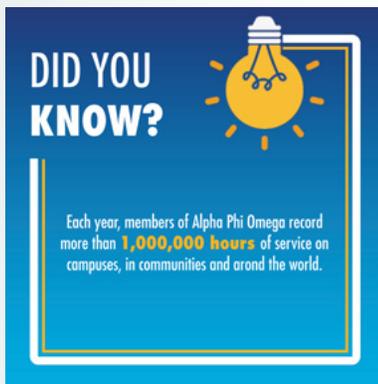
# CELEBRATION GRAPHICS

The graphics on this page are meant to help your chapter celebrate a variety of occasions. To download one of these graphics, click on it and you should be taken to a webpage. Once there, right click to save the image. You can also access these graphics through our Instagram Highlights.



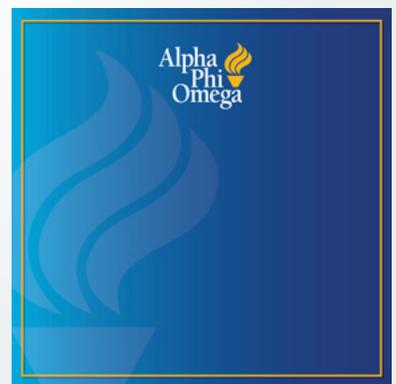
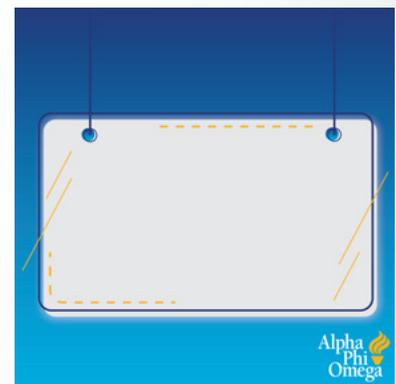
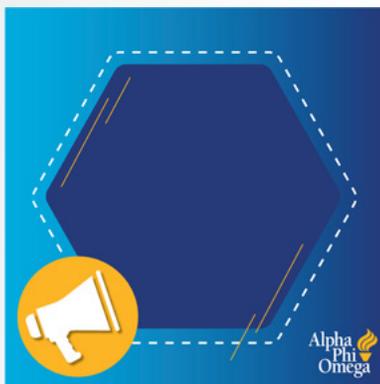
# INFORMATIONAL GRAPHICS

The graphics on this page are meant to help your chapter make a variety of announcements. To download one of these graphics, click on it and you should be taken to a webpage. Once there, right click to save the image. You can also access these graphics through our Instagram Highlights.



# BLANK EVENT GRAPHICS

The following pages contain blank versions of the graphics displayed in the above pages. These graphics can be used if you liked the design elements of a certain graphic, but wanted to use different words that are better suited to your chapter and its needs. The instructions for accessing these graphics are the same as above.



# BLANK CELEBRATION GRAPHICS



# BLANK INFORMATIONAL GRAPHICS

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