

BUILDING CONNECTIONS: OPENING LINES FOR TEXTS AND DIRECT MESSAGES

Social media, texting and other digital communications make it easier than ever to engage with others outside your immediate social network. So, how do you start the conversation? Whether your chapter is new to digital engagement or has expert communication skills, you might find these one-liners helpful to connect with prospective members of Alpha Phi Omega.

The idea behind creating a one-liner that attracts potential new members is similar to that of an elevator speech. Start with an attention-grabbing and friendly statement that leads into information that will matter to them, then close with an actionable item – like a question.

Below are examples of one-liners your chapter can utilize over text, social media direct messages and much more!

IF YOU'RE TEXTING, YOU CAN SEND...

A TEXT MESSAGE TO SOMEONE WHO WAS INTERESTED BEFORE, BUT CHOSE NOT TO JOIN

- Hey Sarah! This is Alex with Alpha Phi Omega. I got your number from the contact list last year and was hoping to connect. I know you decided not to join last year. We're serving with the local kids' club and I remember you joined us last year for this event. Are you interested in coming by to help again?
- Hey Sarah, this is Alex with Alpha Phi Omega. I saw your name on our contact list from last year and noticed you decided not to join. I'd love to meet up and learn more about what you were looking for last year that maybe didn't make APO a good fit at the time. Are you free tomorrow afternoon?
- Hey Sarah! Alpha Phi Omega is looking for other student leaders to help make an impact on campus and in the community. Are you free this week to look over our schedule of events and talk about serving with us this year?

A TEXT MESSAGE TO A FRIEND WHO YOU HAVEN'T ASKED TO JOIN APO

- Hey! I know you've been looking for something to do outside of classes. I'm part of an organization on campus that's looking for more leaders like yourself to provide community service. Want to come to our next event? I heard there's going to be food...
- Hey Allison! I'm grabbing lunch this weekend at the new taco place downtown with some of my friends from Alpha Phi Omega. Are you in?
- Hey Allison! I know you work in career services on campus. The organization I'm in, Alpha Phi Omega, is looking to host a resume workshop and I've heard you're the best at resume-building. Would you be interested in being one of our guest facilitators? Let's meet for coffee and I can explain more.

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IF YOU'RE REACHING OUT ON SOCIAL MEDIA, YOU CAN SEND...

A DIRECT MESSAGE TO NEW OR SOON-TO-BE STUDENTS ON YOUR CAMPUS

- Hey Spencer, welcome to [college/university]!
- Hey there Spencer, I just saw you're joining Panther Nation. Welcome! I'm part of a group of student leaders here at [college/university] and am happy to answer questions you might have as you get familiar with campus. Are you from the area?

A DIRECT MESSAGE WHEN SOMEONE FOLLOWS THE CHAPTER

- Hey Ashley, this is Taylor with APO. Thanks for the follow! APO is hosting a service event for the local humane society this weekend. Would you want to meet up and go together?
- Hey Ashley, thanks for the follow! I'm excited to stay connected. How did you learn about APO?
- Hey Ashley, thanks for the follow back! I see you're involved with [other org on campus]. What does your schedule look like the next few days? I'd love to meet up and learn more about your experience as a student leader.

A DIRECT MESSAGE TO ANOTHER STUDENT LEADER OR LEADERSHIP ORGANIZATION

- Hey there, this is Mckenzie with APO! I love your post about _____. APO is always looking to highlight other [student leaders/student orgs/ etc.] on campus. Do you mind if we share your post?
- Hey Josh, this is Mckenzie with APO! I wanted to reach out and say I admire your leadership in [org they're affiliated with]. Would you want to meet up for coffee to collaborate as fellow students leaders and chat about campus life?
- Hey Josh, this is Mckenzie with APO! I noticed [organization they're affiliated with] recently collaborated with the local humane society. So did APO! Want to meet up and chat about how our organizations can join forces and create a larger impact in our community?

Pass this resource to your chapter's public relations chair or your chapter's equivalent role. As the chapter transitions and new leaders are developed, the chapter's communication strategies can remain consistent, strategic and engaging.