



PI KAPPA PHI

General Social Media Content Best Practices

- Reference Pi Kappa Phi's Brand Guidelines when creating flyers and other branded materials.
- When taking photos at a photoshoot or an event, look in the background and make sure there are no unsightly objects in the back- this will ensure a clean looking feed.
- Try and catch candid photos. Constantly take photos and video clips at events. This is when you can get some great shots!
 - Don't forget to do this on expansion trips and chapter visits!
- Use the hashtags that we at headquarters monitors when posting!
 - #PiKappaPhi #PiKapp #WhyPiKappWednesday #ProudToBe #ProudToBePiKapp

Social Media Best Practices

Instagram

- Post 3-4 times a week on the feed.
- Post as much as you want on IG Story.
- Post on IGTV and Reels if you feel that it is applicable to your chapter. Instagram's algorithm also pushes your content to the top of the feed if you use Reels.
 - Make sure to film in landscape and portrait orientations to get video clips for both IGTV and Reels.
- Find a general theme and colors you want to use to create a cohesive look on your feed.
 - Adobe Lightroom presets are PERFECT for this
 - VSCO can also be good too!
 - An important thing to consider is that the Instagram feed is one of the first impressions that a potential associate member sees about your chapter. It is supposed to portray your brotherhood in the best possible light.
- Try to only post pictures with multiple brothers in the photo
 - Pictures with only one brother are okay to post but do it rarely because those photos don't necessarily portray brotherhood.
 - Exceptions would be if a brother won an award, scholarship, or has earned a leadership position on campus and you want to highlight them.
- Try not to post event flyers on the Instagram feed- only post them on the IG story.
 - If you do post on the feed though, make sure there is no information cut off and archive the flyer off the feed after the event is over.



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- If you post videos, make sure the thumbnail that shows up on the feed has Brothers or matches your feed. If you use a logo or something with words, it might get cut off.
- Use apps like Picsart, Hypetype, Dazz Cam, Prequel, and Unfold to edit.
 - They are fun to use and make your feed look good! Your content will also be engaging.
- Add/change Insta highlights covers to match the profile picture/Pi Kappa Phi colors. We have branded IG Highlight covers on our website under “Visual Identity.”
 - Suggestions for IG Highlights include Awards, Recruitment, Ability Experience/Philanthropy, Meet the Executive Council, Our House
 - We have Pi Kappa Phi official branded fonts as a resource.
- Emojis are fun! Don’t overload posts with them though, it makes captions hard to read.
- Use Instafonts! It looks cool in the captions for fun fonts.

Facebook

- This social media platform is mainly used by the 40+ audience although you might not have too many alumni yet, it is still a great place for chapter updates for parents, university staff and professors!
- Post at least 1-2 per week.
- Share everything you would on Instagram. Cross-posting is great to get the most out of content and have a bigger audience reach.
- Create FB event pages for any recruitment or philanthropy events you may host.
 - This can help you gauge the amount of people that are going to show up
 - When anyone clicks “Going” or “Interested” FB will show their friends that they are going to that event helping you increase your audience and exposure- making your events more successful.

Twitter

- A more youthful social media platform- your audience mainly here is active brothers and young alumni.
- Interact with other Greek organizations and student organizations on twitter.
 - It shows support for the campus community you are a part of!
 - Also helps to get the Pi Kappa Phi name and brand to be more recognizable on campus.
- Retweet posts from the National office and interact with other chapters!
 - It’s an easy way for you to share content and learn more about what other Pi Kapps are doing!



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Social Media Content Ideas

- Brother of the Week
 - Highlight a brother and include his major, graduating class, hometown, on-campus involvements, favorite Pi Kapp memory and Pi Kapp positions if applicable.
 - Post multiple photos of the brother from his time as a Pi Kapp. The first photo should be of him with a few other brothers and the subsequent photos can be of just him or other brotherhood photos.
- Meet the Executive Council
 - Introduce the executive council with pictures and videos
 - Include descriptions of what their positions entail.
 - Having pictures and descriptions of the executive council on social media will make them more recognizable to potential associate members when they get to campus.
- Share facts and history about Pi Kappa Phi
 - Share national and local facts so your audience and potential associate members will be able to learn about the organization.
 - Pi Kappa Phi's mission, vision, and public values can be [found on our website](#).
 - Highlight prominent alumni nationally and locally.
- Talk about [The Ability Experience](#)
 - Share the mission and history
 - Explain all the events that The Ability Experience plans nationally
 - Highlight how your chapter fundraises and engages with philanthropy
- Host an Ask Me Anything
 - Utilize the Instagram Live feature or use the question box feature on IG Stories to answer questions from potential associate members.
- Post videos
 - You can make recruitment videos, brotherhood videos, or philanthropy videos as examples.