

SOCIAL MEDIA GUIDE

This guide is the primary resource to assist the Director PR/Marketing, Vice President Community Relations and Alumnae Club Vice President Communications with social media management.



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SOCIAL MEDIA OVERVIEW

Social media is an open arena for members to create and share content. The Social Media Guide was created to help all members, chapters and alumnae clubs excel at creating positive, engaging content. When you create a social media account for yourself, your chapter or alumnae club, your posts directly reflect the Fraternity. Remember, anyone can view your social posts including the media, other National Panhellenic Conference (NPC) groups, campus personnel, Potential New Members, potential employers, and parents and family members.

The Fraternity monitors all mentions of Pi Beta Phi – including branded hashtags – across all social media networks. Headquarters (HQ) staff, Community Relations Specialists (CRS) or Alumnae Advisory Committee (AAC) Advisors may contact you to praise your discussion, suggest improvements to your channels or offer guidance.

DRIVING QUESTIONS

Please consider these questions thoroughly before posting to your social media accounts

- Who is the community (or communities) you are hoping to engage with this communication?
- How are you planning to relate to them through this communication?
- How does this represent the Pi Beta Phi brand?
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UNDERSTANDING SOCIAL MEDIA FOR DIFFERENT AUDIENCES

Pi Beta Phi chapters, alumnae clubs and members may speak freely and take stands on important issues and events while following Pi Phi Policies and Social Media Guidelines.

One common misperception when using social media is that your professional pages (e.g., chapter, club or regional pages) can function the same way as your personal page. Below is more information on how social media should be used for each of these audiences.

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CHAPTER/CLUB SOCIAL MEDIA ACCOUNTS

Purpose: Share information that will benefit members in your chapter/club and interact with other organizations. Your chapter/club accounts should reflect the same level of professionalism as any professional organization. They are the centerpiece of your chapter/club brand and should reflect your entire membership vs. individual members.

Content Sources:

- News: Fraternity, HQ, chapter/club, university/campus, Fraternity and Sorority Life
- Posts from Pi Beta Phi HQ
- Read > Lead > Achieve
- Event invitations, pictures and recaps
- Other Pi Phi chapters/clubs
- NPC communications

Do	Don't
Create messages that support the mission, vision and values of Pi Beta Phi	Post information that is incorrect, irrelevant or does not tie back to the mission, vision and values of Pi Beta Phi
Celebrate chapter/club members' accomplishments	Post without spelling and grammar checks
Interact with other organizations on your campus and in your communities by engaging with their posts and events. Follow other Pi Phi accounts, Fraternity and sorority life organizations, campus clubs, etc.	Post our Ritual or allude to any details about Ritual. Our confidential practices and Rituals are essential to our organization and should never be shared with non-members.
Ensure posts authentically represent your chapter, your membership, and your campus community.	Share or repost content from another account without thinking critically about the source. Does it accurately reflect your chapter's values and community?
Reply to mentions when appropriate.	
Share posts and news from Pi Beta Phi HQ and official Campus, Fraternity and Sorority Life, and Panhellenic channels that are relevant to your chapter/club.	

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PERSONAL SOCIAL MEDIA ACCOUNTS

Purpose: Personal social media accounts should reflect your personality. However, it is important to remember all messages and photos on your personal social media profiles are tied back to the Fraternity and our overall brand.

As a member of Pi Beta Phi, you are a brand representative. Your social media may be referred to Pi Beta Phi's member accountability process and you can be held accountable for content on your personal social media accounts or for comments/posts you make on other social media accounts if they violate Pi Phi's values, Policy and Position Statements and/or social media guidelines.

Do	Don't
Create and share content that reflects your life, personality and values. Be authentic.	Use hate speech, abusive, demeaning, or inappropriate language. Don't attack a person, respond to their ideas.
Freely share your ideas, thoughts and opinions. Make it clear in your posts and comments that you are speaking for yourself and not your chapter/club or the Fraternity.	Post or comment on social platforms in a way that reflects poorly on you, your chapter, other chapters or groups on campus. If you strongly disagree with an official Pi Phi chapter or HQ post, share your concerns with your Vice President Community Relations (VPCR), AAC and/or Regional team.
Think critically about the source of information you share. Focus on facts rather than emotion and post information that is fair and accurate.	Post or comment when you are upset or emotional. Take time to think about what you want to say and consider having a trusted friend review it for you.
Be respectful by using constructive and civil language. Use appropriate terminology (see below).	Speculate or gossip. Avoid prolonging heated discussions or flame wars. Take it offline or stop responding.

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Add value when you respond to other social media posts.	Post our Ritual or allude to any details about Ritual. Don't share any internal documents or processes and any information that members outside of your chapter or club wouldn't
Respect member, chapter and Fraternity confidentiality.	Reveal personal information about members, including accusations or allegations or information about a member's accountability process.
Share extracurricular activities and events you are a part of on campus or in the community.	Disparage Pi Phi, its members, or other chapters on campus. Remember the limits of social media. If you have a disagreement with your chapter or another member or if you strongly disagree with an official chapter or

SOCIAL MEDIA PLANNING

ACCESSING YOUR ACCOUNTS

Login and contact information should be updated after every officer transition. Keep track of all login information, including usernames, passwords and recovery emails. This information should be saved in a private place where future officers can easily find it.

SELECTING YOUR PLATFORMS

Before deciding which social media platforms to focus on, you'll need to define your audiences. While one platform may not be relevant to your chapter or club, it might reach another one of your audiences. For example, chapter members may not frequently reference Facebook, but alumnae and parents might use this as their primary social media platform. Consider all your audiences when determining where you will regularly post.

Strategically choose which social media platforms work best for your chapter/club. Are there platforms that are no longer relevant? Is a new network emerging somewhere your chapter or club should be?

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As you consider these questions, make sure you know your limits. Just as the audiences differ from platform to platform, so too might your content. Posting unique content to every social media platform can be overwhelming and isn't an efficient use of your time.

Regardless of the platforms you choose, you should regularly review all social media accounts to respond to any messages and ensure the information provided is up to date.

CREATING YOUR STRATEGY

Once a year, spend time creating or refining your social media strategy. This is an opportunity to engage members of your leadership team along with the general membership. Are there goals you'd like to meet? Is there a content theme you'd like to focus on? Be sure to outline how you plan to accomplish these goals. What defines success? How will you measure it?

ESTABLISHING YOUR VOICE

Throughout all communication, your chapter/club should be consistent with your writing and visual elements. When crafting copy for your posts, think about your tone of voice. Likewise, consider a color palette or font to be used in visual communications.

BUILDING YOUR CONTENT CALENDAR

At the beginning of the month, create a content calendar to ensure you are posting about significant Pi Phi and chapter events, campus events and activities, and notable celebrations and commemorative observances. Consider creating recurring content features such as a New Member spotlight, alumnae spotlight, Why Pi Phi Wednesday, etc.

A sample social media calendar is provided in Appendix B. The sample calendar is intended to provide a content guideline for your chapter or club's social media platforms. It is not an all-inclusive list, but rather a starting point.

Consider content specific to your campus or community in addition to the general guidance included on the sample social media calendar. For more ideas on what to post, look at content from other Panhellenic and Pi Phi chapters and clubs, along with content from your campus and community.



CONDUCTING A SOCIAL MEDIA REVIEW

At the end of each year, you should conduct a social media review. This can help determine your audience and the content that best resonates with them—which may differ across platforms. This is also an opportunity to ensure the content you’re sharing aligns with your social media strategy.

Referencing your highest performing posts during the social media planning process ensures your strategy and content calendar are aligned with your chapter goals, as well as Pi Beta Phi’s overall branding and communication strategy.

ACCESSIBILITY

Accessibility refers to the practice of making something available to as many people as possible. For our purposes, accessibility is mostly intended to help people who rely on assistive technologies to use social media including those who are blind or visually impaired, people who are deaf or hard of hearing, and people with dyslexia or cognitive learning disabilities.

By focusing on accessibility, you’re inviting more sisters and friends to engage with your content. Below, we’ve outlined several ways your chapter/club can work toward greater accessibility.

CLOSED CAPTIONING

For people who are deaf or hard of hearing, providing closed captioning is essential to understanding videos content. While subtitles provide text for the dialogue in the video, closed captioning includes both spoken words and other relevant sounds, such as background music and audio cues like doorbells, loud noises or a phone ringing. Closed captioning is also helpful for individuals whose native language is different from the one used in the video, making it easier to follow along.

Many social media platforms provide auto-generated video captions. However, it is recommended you review these captions, as some words may be misinterpreted (e.g., “Pi Fi” instead of “Pi Phi.”)



In addition to providing greater accessibility, closed captioning also supports overall social media engagement. More than 80% of all social media users play videos without sound. Closed captioning ensures your video content is being consumed by those you are most interested in reaching!

ALTERNATIVE TEXT

Alternative text is a short, detailed description of what is shown in a particular photo or graphic. Your chapter/club should include alternative text in every post so those using screen readers know and understand both the photo and caption. Every social platform provides the option to add alternative text when posting to your feed.

HASHTAG CAPITALIZATIONS

One of the easiest ways to improve your chapter/club's accessibility is by capitalizing the first letter of each word when using a hashtag. This is known as CamelCase. Unless the first letter of each word is capitalized, assistive technology will read hashtags as a string of letters rather than individual words. For example, #PiPhiLeaders would be read as "Pi Phi Leaders" while #piphileaders would be read as "P, I, P, H, I, L, E, A, D, E, R, S." CamelCase also makes it easier for those with dyslexia or cognitive disabilities to read hashtags.

EMOJI USAGE

Emojis are a fun way to communicate emotion on social media, but for those who can't see them, they may be distracting. For example, if you were to include 🤩❤️✨🏹👼 in one of your posts, someone using a screen reader would hear "Smiling Face with Halo, Sparkling Heart, Sparkles, Bow and Arrow, Baby Angel."

Listening to a string of emojis can be overwhelming, and when emojis are used in between words or sentences, it becomes even more complicated. To improve accessibility, limit yourself to less than three emojis, and place emojis toward the end of your post so they do not interrupt other information in the text.

If you want to know what people with screen readers will hear for specific emojis, you can learn more at emojipedia.com.



CUSTOM FONTS AND ALTERNATIVE CHARACTERS



Kent C. Dodds
@kentcdodds

...

You *think* it's *cute* to **write** your tweets and usernames **this way**. But have you *listened* to what it *sounds like* with assistive technologies like *VoiceOver*?

There are many ways to personalize social posts for your chapter/club. However, custom fonts and alternative characters—such as italics, bold and special lettering—can inhibit a user's experience. Assistive technologies are unable to translate many of these font styles, resulting in content that is unreadable to those relying on screen readers. To hear how the content above sounds using VoiceOver, [click here](#).

APPROPRIATE PI PHI TERMINOLOGY

When crafting your social media content, be sure to review the appropriate terminology listed below.

Say This!	NOT that!
New Members	<ul style="list-style-type: none"> Baby Angels Angel Babies Babies Pledges
New Member Class	<ul style="list-style-type: none"> Pledge Class
Recruitment	<ul style="list-style-type: none"> Rush
Members	<ul style="list-style-type: none"> Girls Ladies Actives
Establishment	<ul style="list-style-type: none"> Colonization
Fraternity/sorority life	<ul style="list-style-type: none"> Greek life

For additional terminology, view the Pi Beta Phi Brand Guidelines in the [Resource Library](#).



PHOTO SELECTION

AUTHENTICITY

Authenticity is the most important aspect to consider when posting to official social media accounts. As you select photos, reflect on the following:

- Does this image portray Pi Phi values? Could it reflect negatively on the Fraternity in any way? Every photo posted should exemplify Pi Phi's core values of Integrity, Honor & Respect, Lifelong Commitment, Personal & Intellectual Growth, Philanthropic Service to Others and Sincere Friendship. If someone stumbled across a post, would they know what Pi Phi stands for?
- Does this image authentically represent your chapter/club brand?
- Is the activity or outfit something your chapter/club members do and/or wear every day? Once a week? At all? If not, reconsider posting it. Photos of illegal activities, photos discrediting Pi Phi or other organizations, or photos containing potentially offensive material, including hate speech, should never be posted.
- Consider the context of an image and the accompanying caption. Does the photo reflect the caption? Does it make sense? Does it fit within your overall social media strategy and messaging?

Your Community Relations Specialist (CRS) may reach out when they see photos that don't appear to tell your chapter/club's story in an authentic way. For example, a candid photo of three members who happen to be wearing bikinis on a beach might represent sisterhood and Sincere Friendship. Chapters on the coasts may have beach Arrowspike philanthropy events where action shots of members in bathing suits or sports bras playing volleyball makes sense. Photos of an individual member in a bikini, in a more posed shot, is less likely to represent your chapter as a whole. These shots, while flattering, are best suited for a member's personal page.

Some chapters rarely show photos of individual members, others do it often. The context is important (e.g., shoutouts to sisters of the week, celebrating a sister's campus award or recognition, graduating seniors, etc.). Keep in mind that much of the criticism received by fraternity/sorority organizations is due to superficial or unrealistic posts seen through media.

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As soon as a photo is uploaded to social media, it is available for all to see. Even if that photo is removed, you have no control over who saved a photo while it was live. Only post photos you wouldn't mind sharing with the world, permanently.

GATHERING PHOTOS

Create a designated email address or application like Photo Circle for members to send photos so you can have centralized content throughout the year. Share your chapter's social media strategy with members so they can forward photos that highlight and complement your chapter's goals. Keep in mind that photos of individual members should convey the chapter's social media strategy, messaging and goals.

IMAGE CREDITING AND SHARING

Social media provides a great channel for sourcing and sharing other's content. Whether intentional or not, failing to give image credit could put your chapter or club at risk of copyright infringement. For example, posting an image without the owner's permission could be in breach of their image copyright. To avoid copyright infringement, you should only post images that you own, however, if you decide to share photos or graphics from another account, they must be approved by the image creator and credited properly.

ASKING FOR PERMISSION

While social media provides a great platform for sourcing and sharing other's content, it is always best to ask permission before sharing. Reach out to the image owner to ask if you can share their image. Explain where and how you would like to use their image and state that you will provide full credit.

"Hi, Danielle! We really love the graphics you created about our spheres of influence. We'd love to share them on our social channels as a resource to our members. Please let us know if this is something you would be comfortable with – we will credit your work in our caption. Thanks!"

If an image owner gives permission to share their work in their post, you do not need to send a separate message. When sharing, be respectful of the image owner; credit them appropriately and do not distort their imagery unless you have their express permission.



If you have questions on whether you can use an image, contact the [Marketing and Communications Department at Headquarters](#).

CREDITING THE IMAGE

Once you've received permission from the image owner, you will want to properly credit their work in your post. There are many ways to credit the image owner in your post. For example:

- Image credit: @pibetaphihq
- Shared with permission from @pibetaphihq
- Shared with permission from pibetaphi.org

In addition to crediting images from outside sources, use this as an opportunity to highlight the work of your sisters. Do you have a member who does design work for the club or chapter? What about a sister who takes event photos? Build on their success by crediting their work!

TAGS/HASHTAGS

We want to share and engage with your content! Be sure to tag @PiBetaPhiHQ and use #PiPhi in all of your posts for the opportunity to be featured on our channels. Other Pi Phi-related hashtags to include as appropriate:

- | | |
|----------------------|------------------------|
| • #WhyPiPhiWednesday | • #ReadLeadAchieve |
| • #PurposefullyPiPhi | • #PiPhiLove |
| • #RingChing | • #PiPhisAgainstHazing |
| • #PiPhiForLife | • #PiPhiLeaders |

Be cautious about accounts tagging your chapter/club page in posts. It may sometimes be necessary to un-tag if incorrect terminology is used in the post or if the post does not reflect Pi Phi values.



COMMUNITY GUIDELINES

Your chapter or club may consider publishing community guidelines for your social media platforms. Any community guidelines should be shared on your platforms and saved for reference.

PI BETA PHI COMMUNITY GUIDELINES

Pi Beta Phi is committed to creating an environment of care and respect. We welcome engagement and discussion on our social platforms; however, dialogue should remain thoughtful, respectful and consistent with our Fraternity values. Comments or posts on our pages and in official groups that do not adhere to the community guidelines listed below will be removed.

The following will not be tolerated on Pi Beta Phi's pages or official groups:

- Language, photos and gifs that are profane, offensive or harmful to another person.
- Explicit or implicit threats to another's safety.
- Language, photos and gifs that are aggressive, abusive, sexist, racist, homophobic, transphobic or otherwise discriminatory.
- Bullying or harassment of another individual
- Harmful information or misinformation

RESPONDING TO NEGATIVE ATTENTION

If a particular post generates negative attention, including comments from current chapter and/or alumnae members, contact your Community Relations Specialist (CRS) before you respond. Do not delete comments or try to "fix" issues with a post that is attracting negative attention from Pi Phis or others without guidance from your CRS or Headquarters staff.

Negativity often does not need a response; however, it is best practice to answer a question, and correct or clarify a comment if something incorrect or misleading is posted.



DURING TIMES OF HEIGHTENED SOCIAL MEDIA ATTENTION

Occasionally, a matter or movement may arise for your chapter, campus or globally that drives particular interest toward your chapter's social media platforms, resulting in a wider reach. Pi Beta Phi supports chapters who choose to use their social media accounts to promote interests that work toward the betterment of society and align with our core values. We also recognize that during times of heightened attention, there is an increased responsibility when crafting social media posts. Posts of this nature should be handled differently than any day-to-day post because of their potential impact.

Be flexible with your calendar when necessary. Reach out to your AAC or CRS if you have questions. Posting nothing at all may be better than posting something that could be seen as tone-deaf or uncaring.

Should you receive any media inquiries through comments or direct messages, please forward them to your Chapter President, as they are the spokesperson for your chapter.

CHAPTER EMERGENCIES AND CRISES

Per Pi Beta Phi's Emergency Procedures, found in the [Resource Library](#), a chapter must consult with Pi Beta Phi HQ staff before making posts regarding a chapter or member emergency. An emergency, as defined by the Emergency Procedures, includes the death or life-threatening injury of a member, chapter facility risks, and campus safety issues such as a lockdown. In situations where press and media attention could be likely, the chapter consults with HQ before issuing statements to the media and making social media posts. In these situations, the chapter typically calls the Emergency Hotline to report the emergency and receive further support.



NATIONAL/INTERNATIONAL MOVEMENTS, CAUSES, OR EVENTS

Chapters that would like to make statements in support of a particular movement, global issue or social justice cause should provide drafted statements and posts to their CRS prior to posting. The CRS supports chapters by reviewing these particular social media posts in order to maximize the effectiveness and/or positive impact and reduce potential harm to the audience or chapter.

Similarly, a chapter may receive a request from their College Panhellenic or other campus organization for Pi Beta Phi to sign a petition, call to action or promote a shared statement over social media. These requests should be forwarded to your Collegiate Regional Director so she can involve all those who will assist your chapter in considering next steps.

If you have any questions about social media, contact the [Marketing and Communications Department at Headquarters](#).

APPENDIX A: 2024 SAMPLE SOCIAL CALENDAR

The below list is intended to provide a content guideline for your chapter or club's social media platforms. It is not an all-inclusive list, but rather a starting point. We encourage you to consider content specific to your campus or community in addition to the general guidance given below.

JANUARY

January 1: New Year's Day

January 15: Martin Luther King, Jr. Day

FEBRUARY

Black History Month

February 13: Galentine's Day

February 14: Valentine's Day



MARCH

Women's History Month

March 2: Fraternity Day of Service

March 4: International Badge Day

March 8: International Women's Day

March 11: Beginning of Ramadan

March 14: Pi Phi Giving Day

March 16: Global Sisterhood Day

March 17: St. Patrick's Day

March 25: Holi

March 31: International Transgender Day of Visibility and Easter

APRIL

Arab American Heritage Month

Sexual Assault Awareness Month

April 2: International Children's Book Day

April 9: Eid al-Fitr

April 12: National Day of Silence

April 14-20: Canadian Volunteer Week

April 21-27: American Volunteer Week

April 22: Earth Day and the beginning of Passover

April 28: Founders' Day

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MAY

Asian Pacific Islander Desi American Heritage Month

Jewish American Heritage Month

Mental Health Awareness Month

May 12: International Nurses' Day and Mother's Day

May 23: Vesak

May 27: Memorial Day

JUNE

Pride Month

June 16: Father's Day

June 19: Juneteenth

June 17-19: Eid al-Adha

JULY

July 1: Canada Day

July 4: American Independence Day

July 26: National Disability Independence Day

July 30: International Friendship Day

AUGUST

August 9: National Book Lovers Day



SEPTEMBER

Read > Lead > Achieve Month

September 2: Labor Day

September 6: National Read A Book Day

September 8: International Literacy Day

September 11: Patriot Day

September 15-October 15: Hispanic Heritage Month

September 23-27: National Hazing Prevention Week

OCTOBER

October 2-4: Rosh Hashanah

October 5: World Teachers' Day

October 10: World Mental Health Day

October 11: International Day of the Girl and National Coming Out Day \

October 11-12: Yom Kippur

October 14: Indigenous Peoples' Day and Canadian Thanksgiving

October 14-18: National Collegiate Alcohol Awareness Week

October 31: Halloween



NOVEMBER

Native American Heritage Month

November 1: Día de los Muertos and Diwali

November 5: U.S. Election Day

November 11: Veterans Day and Remembrance Day

November 13: World Kindness Day

November 15: National Philanthropy Day

November 28: American Thanksgiving

DECEMBER

December 3: International Day of Persons with Disabilities

December 25-January 3: Hanukkah

December 25: Christmas Day

December 26: Boxing Day

December 26-January 1: Kwanzaa

December 31: New Year's Eve

