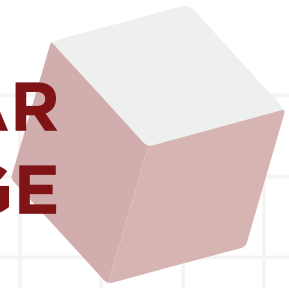


★ ★ ★ ★ ★ FIVE STAR SOCIAL MEDIA USAGE



3 FOLLOW/FOLLOW-BACK/DM

Follow incoming or current students from the chapter account. When they follow back, that is an invitation to send a personal DM (make it clear you're not a robot...) and begin a conversation about Phi Kap. Add that person to your list.

3 PAID ADS

Purchasing advertisements on social media platforms is a smart and useful use of your money *if those ads direct people to connect with you and give you their contact information.* Use smart inbound marketing techniques that result in names on your list. However, don't drain the bank or put too many eggs in this basket. This is a great "cherry-on-top" tactic, not the "main ingredient."

3 SCOURING FOR CONNECTIONS

Nothing wrong with spending some time looking through individuals who have self-identified as incoming students for next year. Learn about them, connect with them if appropriate, offer to be helpful in their transition to college. Don't be creepy, but do be smart enough to realize that they may be begging for a simple connection before they get to campus.

3 SEEK REFERRALS

Share the fact that you're seeking to connect with "the best of the best" students through your chapter and personal social media feeds. Make clear who you're seeking and don't just post publicly, ask individuals and leaders of other student organizations privately through social media for those connections too.

See page 5 of "Prospecting and Pipelining" for more info on this tactic.

3 INTERACT!

See a current or incoming student posting some strong content? Let them know. Give them some social media love in genuine ways so that they know they're being noticed. Invite further conversation in your comments.

*Pro Tip:
Have any ads, links, or pages
all go to one central place. This
makes it easy to compare data!*