

# 5 FEATURES

of a *viral* RECRUITMENT VIDEO

When you're sharing stories about your chapter, and deciding to do so via video, there can be some challenges. Sometimes it's hard to know where to start. The following guidelines can help capture the perfect Phi Kap Journey.

## ✓ IT'S ABOUT THEM

The most impactful marketing happens when it's focused on an audience. Viewers should be able to see themselves in the video or connect with a person speaking. This isn't a video to pat yourselves on the shoulder, it is a video to inspire future Phi Kaps to be curious about your chapter and your members. A good video shows off a mission. **A great video lets someone see themselves carrying out the mission.**

## ✓ SAY WHAT YOU'RE ABOUT, NOT WHAT YOU'RE NOT

Remember all those videos featuring the phrase "I am not a stereotype?" Don't do that. It just reinforces the stereotype. Instead, **be about something**. Make the video clearly communicate who Phi Kappa Theta is. What makes your chapter stand out in ways that you're proud of?

## ✓ EMOTIONS > LOGIC

Do not try to bullet-point your way through the video with stats about how great your chapter is, how many philanthropy dollars you've raised, and how many service hours you've given. Joining a fraternity is not a logical decision, it is an emotional one. **Future Phi Kaps decide to join because they feel a connection to the members in it.**

## ✓ SHARE STORIES, NOT STATS

Cool house, awesome rager. Move on. Seriously. You have more to offer than nice real estate or a great event. Instead, **share a unique Phi Kap experience**. One that can showcase the impact that our Fraternity has had on that brother's life or on lives around him.

## ✓ STOP FAKING IT.

We can see right through our inauthenticity. If you're not the coolest, hottest, richest, flashiest chapter on campus (and you're probably not), don't try to sell that. Show you. **People join people**. People don't join perfection, they're intimidated by it. Instead, people are drawn to authenticity. Just like you were.

*Pro Tip*

[CLICK HERE](#)

TO CHECK OUT PHI KAP'S  
**DRIVEN SERIES**  
AND SEE EXAMPLES  
OF STORIES IN ACTION