Recruitment Marketing Checklist

Basic To-Do List
This list features tasks that are must-complete items in preparation for recruitment.

Four months before recruitment
- Renew recruitment software.
- Archive previous recruitment data.
- Review and edit the registration form and website landing page.
    - Use this resource to assess your registration form.
    - List recruitment dates, rounds and a brief overview of recruitment structure and format.
    - List expectations of the recruitment process.

Three months before recruitment
- Publish the registration link **three months** before the first round of recruitment.
- Post the registration link on the institution and College Panhellenic website.
- Post the registration link in your social media bio using a linktr.ee link.
- Post recruitment dates on the institution and College Panhellenic website.
    - List the registration **closure** date.
- Post recruitment dates in an Instagram highlight.
    - Keep this highlight simple - do not overload with information.
- Post recruitment dates in an Instagram-pinned post.
- List contact information for the Panhellenic advisor and Panhellenic recruitment team on the institution and College Panhellenic website.
- **Create a social media plan.**
    - Laser in on your audience: potential new members (PNMs)
    - Focus on the right platform (TikTok and Instagram)
    - Determine the right content.
        - What do the PNMs for your campus need to know?
        - How can they be better educated by reading/following your content?
        - What information is also engaging for PNMs?
    - Create a content calendar.
    - Include relevant hashtags for your campus, class years and your Panhellenic.
    - Consistency is key. **Make a plan and stick to it.**
    - Monitor PNM engagement. Respond to comments and questions.

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