



Recruitment Marketing Checklist

Content Calendar (Social Media & Website Updates)

- Schedule year-round promotion of your sorority community on all channels.
- Include relevant hashtags for your campus, class years and your Panhellenic.
- Coordinate content with the social media chairs from chapters on campus on topics and timing to amplify content they are already creating.
- Create monthly community-wide social media pushes (Add Yours, Questions, story templates) for organic promotion of your sorority community.
- Host weekly sorority life/recruitment protips live sessions on Zoom, Instagram Live, etc.

Campus Website (and separate College Panhellenic website, if applicable)

MUST have items:

- Dates are listed and easy to find.
- Contact information is listed and easy to find.
 - Name of officer and email address.
 - Panhellenic advisor name and email address.
- Easy to find in search and takes only a few clicks to access the page.

IDEAL items:

- Recruitment brochure linked to website and Instagram linktr.ee (or similar).
 - All fraternity/sorority community information.
 - Panhellenic chapter list and information.
 - Explanation of what a sorority is and why join.
 - Recruitment structure/details etc.

Registration Landing Page (Campus Director, ICS or another tool)

MUST have items

- List the recruitment dates, rounds and brief overview of the structure and format.
 - Cover RFM format/event format and logistic details (without jargon).
- List expectations for the recruitment process.

Instagram

- Recruitment dates are pinned to the grid.
- Recruitment dates in a simple and short saved highlight labeled recruitment info.
 - Do not overload this highlight - keep it simple.
 - Dates and round information.
 - How to register and a deadline.
- Recruitment registration checklist pinned to grid.
 - List items needed for registration and the length of time to complete it.
 - List where potential new members (PNMs) can find links to register.
- Regularly post content about your community, its members and its good works.



Instagram Linktr.ee (or similar)

MUST have items:

- Link to your registration page.
 - Information on what a sorority is, what sororities are on campus, when is recruitment and the deadline to register.
- Campus fraternity/sorority website.
- Separate Panhellenic website, if applicable.

IDEAL items:

- Interest form (no strings attached - for women to make connections before registering).
- Link every chapter's local website.
- Link to educational video series for PNMs and caregivers on YouTube.
- Link to your Panhellenic Facebook page or other social media accounts.
- Link to a recruitment guide.
 - Sorority information.
 - Joining opportunities and expectations.

Campus Orientation/New Students/Transfer Students

- Host informational sessions for all incoming first-year women.
- Host a promotional table at the involvement fair or other tabling opportunities.
- Pass out business cards with recruitment registration QR codes.
- Participate in transfer student orientation, transfer student days, etc.
- Work with your fraternity/sorority advisors and Admissions/Enrollment to get a list of new/transfer students to contact (personal introduction, email, paid social media ads).

Videos

- When creating TikToks, Instagram Story videos or other types of videos, create a Panhellenic YouTube account to house them more permanently.
- Create educational videos for PNMs and caregivers and make a YouTube playlist.
 - What is a sorority?
 - What is sorority life like on campus?
 - Why join and how to join?
 - What are membership expectations?
 - What does sorority membership cost?
 - What are the benefits of sorority membership?
- Create a sisterhood/leadership video series.
 - Ask chapters to participate in filmed interviews about sisterhood and leadership.
 - Have a Panhellenic Executive Board representative interview chapter leaders who can discuss various topics to edit for short promotional videos.

Paid Ads

- Run paid ads on Instagram, Snapchat and TikTok.