

ULTIMATE WSU FRATERNITY PR GUIDE

By reading this document, you should be able to create or manage a social media account successfully.

I'd like first to say that due to guidelines I will have to ask you guys to take down any post that has alcohol in it. This policy includes "Rush Videos". So please reach out to me on Instagram, email ifc.pr@wsu.edu, or in person if you want me to review content. My office Hours are Monday 12:15-3, Wednesday 12:15-2, and Friday 12:15-2. More information about this is at the end of this document.

POST IDEAS

Brother of the month

Philanthropy/ community service post

Brotherhood event recap

Holiday Posts (Thanksgiving, Winter Break, Spring Break, Summer Break)

Graduation Appreciation posts

Parents' Weekend

Game Day pictures

Event Pictures (With your nationals, award ceremonies, homecoming, Greek week)

Behind the scenes post with a philanthropy, recruitment event, or work week projects

HOW TO MANAGE AN ACCOUNT

Everything you put on your profile contributes to your overall brand image. It's important to consider this when posting.

A great first step to managing an Instagram account is ensuring you have a cohesive profile. (Making sure colors, fonts, and logos match in all posts)

- Have a bio that reflects your fraternity, with working links if you have them.
- Similar colors in all posts
- Matching logos
- Matching fonts

HOW TO GROW THE ACCOUNT

POST FREQUENTLY!!! The algorithm likes this and will promote your account to more people. Additionally, followers notice if you are not posting.

- Have some variation with posts. Don't just post graphics and pictures. Post reels and on your story.
- If you haven't already done so, switch your Instagram account to a business account. This helps you see a lot of helpful statistics such as accounts reached, insights into post-performance, the ability to run ads and add a contact button to your profile.

RECRUITMENT

This is one of the most important aspects of PR for fraternities. You will likely have to work with your recruiters on the posts. Have them tell you what they need from you in advance so you can spend plenty of time making the post.

-Think about how you want to market your chapter. What values do you want to express? (think about things other than just brotherhood, all fraternities have that) How do you want to express these values? Through graphics, stories, reels?

- “RUSH VIDEOS”, is an optional way of showing a part of your fraternity. It’s a great way to show the activities you do every week, philanthropy, and academics. This is challenging to do right, and it takes a long time to plan and create an effective recruitment video. I would heavily recommend making one to market your chapter. **Try to stay away from showing only party videos/ pictures.** Most chapters only show this side of their fraternity. Do you want your video to be a copy-paste from another fraternity just with different Greek letters? If a PNM or parent watches this video, they are going to think that’s the only thing you do. Of course, I know that you guys do much more than that, so I urge y’all to spice it up a bit. Show some actual “brotherhood” not beer and women.

DESIGN PROGRAMS

Graphics

Procreate: This is unfortunately an iPad app exclusive. Although if you are willing to spend \$10 this is a powerful software that has a wide variety of brushes and fonts to use. I would highly recommend this software if you want to completely customize your posts.

Adobe Photoshop/ Adobe Illustrator: These two software’s are an industry standard for making graphics. Although unless you are in a major that uses them you won’t have access to WSU’s free school accounts. You can get the entire Adobe suite for only \$20 a month as a student. There’s also The Spark Nova Studio which has Adobe products downloaded on the computers there.

Canva: This is the easiest online free program to use. Even using the free version, it has plenty of free assets for you to use. If you want to pay for their subscription, you get even more assets to use.

Video

Capcut: This is a great free-to-use video app. They have plenty of premade templates. Additionally, there is no learning curve.

Adobe Premiere Pro: This software is used by many creators. It is harder to learn than other software, but there are lots of tutorials on how to use it. However, you need a subscription to use it.

DaVinci Resolve: I recommend this software the most to people who want to try a more advanced editor. It's free to download and has plenty of tutorials online to help you learn. This is the software that I personally use for video.

SPECIAL TIPS and TRICKS

- Take plenty of pictures all the time!!! These can be used for graphics and videos. If you can't be there to take photos, appoint one of your fraternity brothers to do it for you.
- Try to upload only vertical content (4/5) to your profile. This will make the post much more visible to people scrolling.
- Try new things, this can be a really fun creative position to have to lean into that and try new things.
- When shooting video on your phone make sure you are set to the highest recording quality. Sometimes it's set to 1080p not 4k.
- Come to me with any issues or questions with your position or with technology. I am an easy to reach resource for you.

CONTACT

I am here for you guys. If you need me to help you out with your PR position or need guidance with a post, video, or profile audit; I am here to help you. I am a Digital Technology and Culture major; my studies are directly correlated with this position. If you have any questions, there's a pretty good chance I'll be able to help you out.

MY CONTACTS

Ifc.pr@wsu.edu

wsuifc on Instagram