

ALL ABOUT Social Media

WHAT DOES SOCIAL MEDIA HAVE TO DO WITH RECRUITMENT?

Even before you decide what school to attend, sorority girls could be looking at your social media, especially if you already know girls in sororities! They are super excited to know who is coming to their school and possibly going through recruitment.

When you post about where you decide to go to college or submit your picture to a page like @UT2028, active members will start to notice you. With this in mind, you need to put your best foot forward on all of your social media accounts.

- Keep your photos tasteful, but also stay true to yourself.
- You want to represent who you are on your social media account but be smart.
- If you love makeup and girly stuff, then post photos of your favorite makeup look or your favorite girly stuff. If you are a sporty girl, post photos of you playing your favorite sport.
- If you are traveling for the summer, feel free to show your adventurous side and post your vacation photos.
- Be mindful of what you post on your stories, even your private ones.
- If you have anything already on your social media that could leave a bad first impression, please archive it or delete it. Better to be safe than sorry.
- **NO DRINKING, NO PHOTOS OF CUPS IN YOUR HAND AT ALL, NO VAPING, NO DRUGS.**

WHO'S LOOKING?

Active sorority girls are eager to connect with you and get to know more about you. The only way they know anything about you before recruitment is through your social media, your references (if you get one for their chapter), and active members who may know you from high school or your community.

Find your top 3 schools' Instagram page for your class and post about yourself (ex @texasaggies_2028 or @ut_2028_ or uarkclassof2028_)

School Visits

Reach out to girls you know and offer to meet them for coffee or lunch!

Instagram

Put your top choice school in your Instagram bio. For example - UT Austin 2028, or tamu2028

Spring Events

Attend any spring Panhellenic-hosted events like Greek Day or Panhellenic Preview.
(If your school has these events)

Group Chats

Join group me and Snapchat groups to meet other girls who will be also heading to your school.

Getting DM's from active girls is ok and it is ok to respond. You do not want to ask specific questions about how to get into their sorority or anything about parties or boys. It is ok to ask them general questions about their school, dorm, or sorority recruitment in general, just noting specific to their sorority.

WHO SHOULD I BE FOLLOWING?

You should be following all of the chapters at your university and the school's Panhellenic social media as well.

They'll be aiming their social media at the PNMs this summer, allowing you to learn more about the chapters! It's also good to keep an eye on any new items posted on your school's Panhellenic Website and Instagram.

We will provide you with a list of all of the links to these social media accounts on your spreadsheet.



Some girls also like to follow the recruitment chair for each of the chapters at their school. This is ok to do, but we do not provide the links to each of these people, as it changes every year and can be tricky to find, but if you have time and want to try to find them, you can.

SUGGESTED HASHTAGS

[#gonetotexas](#) [#aggiebound](#) [#gigem](#) [#ut2027](#) [#unt27](#) [#txst27](#) [#ttu27](#) [#tamu27](#)
[#uark27](#) [#bama2027](#) [#bama](#) [#uark](#) [#tamu](#) [#unt](#) [#ttu](#) [#txst](#) [#graduation](#)
[#classof2023](#) [#grad](#) [#smu](#) [#baylor](#)

Good Examples



Bad Examples

