

NON-NEGOTIABLES

Intro Video

Think of this video like a first-round interview.

THIS IS IMPORTANT

Sororities may watch hundreds (EVEN THOUSANDS), so your goal is not to be over-the-top, but to present a polished, confident, and authentic version of yourself.

Must Haves

1. Strong, Flattering Lighting

Lighting is everything. Avoid backlighting at all costs.

- Sit facing a window with natural light
- Or use a lamp/ring light placed behind your camera
- Your face should be bright, clear, and evenly lit (not harsh or shadowy)

2. Camera at Eye Level

Your camera should be directly at eye level.

- Do NOT film looking up or down
- Use books or a stand to elevate your laptop/phone
- You should be looking straight into the camera

3. Clean, Distraction-Free Background

Your background should be simple and tidy.

- Neutral walls, a clean bedroom, or a minimal desk setup work best
- Avoid clutter, mess, or anything distracting behind you

4. Clear Audio Quality

You should be easy to hear.

- Film in a quiet space
- Avoid background noise (TV, music, people talking)
- Speak clearly and at a natural pace

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Must Haves

5. Presentable Appearance

Dress how you would for your first in-person round.

- Hair and makeup should be polished (whatever makes you feel confident)
- Wear a nice top or blouse (top half matters most). Some schools tell you what to wear.
- Avoid athleisure, hats, or sunglasses

6. Proper Framing

Frame yourself from about mid-chest up.

- Center yourself in the frame
- Leave a little space above your head
- Don't sit too far or too close to the camera

7. Eye Contact with the Camera

Maintain eye contact by looking into the lens

Do not look at yourself on screen.

- This creates a more personal, engaging connection

8. Confident Body Language

Your presence matters just as much as your words.

- Sit up straight
- Smile naturally
- Avoid fidgeting or excessive movement

9. Keep It Concise & Intentional

Respect their time.

- Stay within the recommended time limit
- Be clear and intentional with what you share

10. Authentic Energy

This is the most important one.

- Be yourself
- Be warm, friendly, and genuine
- Let your personality come through naturally

LET US HELP YOU

Intro Video

Let Us Help Before You Film Your Final Version

We highly recommend sending us a rough draft first.

What we've found:

- It's much harder to give helpful feedback once your video is fully polished
- Small adjustments early on make a big difference

Our Recommended Process

1. Set up your space (lighting, camera angle, background)
2. Film a rough draft (no need for full hair/makeup)
3. Send it to us
4. Allow 48 hours for feedback
5. Apply feedback, then film your final version

What to Say: Script vs. Talking Points

We strongly recommend talking points rather than a full script.

- Scripts sound rehearsed and unnatural
- Talking points allow you to sound more genuine and relaxed

Your Goal

It is to sound like you're talking to a friend, not reading a speech.

**Pretend like you are talking to your friend on FaceTime!
Be relaxed, make eye contact, smile, and be comfortable.**

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Think: “I’m introducing myself to someone I’m excited to meet.”

Tone & Delivery

Your video should feel:

- Conversational
- Authentic
- Comfortable
- Friendly and natural

Helpful Tips

- Pretend you’re talking to your best friend on FaceTime
- If needed, have a friend or parent sit behind the camera
- Smile, relax, and let your personality show
- It’s okay to redo your video as many times as you need

What Sororities Are Looking For

- They are not expecting perfection
- They are not looking for something over-produced

They Simply Want:

- A brief introduction
- Your personality and energy
- A sense of who you are

Final Reminder

This is your first impression, but it doesn’t need to be overwhelming.

Keep it simple:

- A warm introduction
- A few key points about you
- Genuine excitement about recruitment