



2021

Kappa Delta Rho Social Media Manual

The National Fraternity
of Kappa Delta Rho, Inc.

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www.kdr.com

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Kappa Delta Rho Social Media Manual



**National Fraternity of
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Kappa Delta Rho Social Media Manual

This manual is intended to provide Kappa Delta Rho (KDR) members with basic social media knowledge on how to share their positive fraternity experience with the public. Social media should be used to educate, engage, or entertain members of KDR, the Greek community and the public. While social media is a great tool, it is also an easy way to place yourself or your chapter in a negative situation. As a member of Kappa Delta Rho, you are expected to uphold the values of the Fraternity and contribute to the reputation of KDR Gentlemen.

Official Kappa Delta Rho Accounts:



**National Fraternity of
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Official Kappa Delta Rho Accounts:

Official Kappa Delta Rho Accounts:

Stay connected with the National Fraternity. The Fraternity is always posting about our local chapters, important deadlines, events, and leadership opportunities.

- Instagram – [instagram.com/kdrnational](https://www.instagram.com/kdrnational) (@kdrnational)
- Twitter – twitter.com/kdrnational (@kdrnational)
- LinkedIn – Kappa Delta Rho National Fraternity
 - Kappa Delta Rho National Fraternity Alumni Network
- Facebook – facebook.com/kdrnational

Know the Hashtags

When posting use common KDR Hashtags. If you use these hashtags, there is a good chance your chapter will be featured on the National page.

- #KΔP
- #KΔPService
- #KΔPScholarship
- #KΔPBrotherhood
- #KappaDeltaRho
- #BrothersKeeper
- #KimballsCanoe
- #KDR
- #HSO
- #HonorSuperOmnia

Social Media Goals



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Social Media Goals

Social Media Goals

Any social media content or post related to Kappa Delta Rho should achieve one of the goals listed below:

- Promote the Chapter's community involvement
- Promote Chapter Brotherhood
- Alumni engagement
- Promote Alumni and/or Chapter events
- Increase Chapter awareness for recruitment efforts
- Promote the Fraternity as a whole and/or the Greek community
- Promote your university/college in a positive light

Social Media sites are public –anyone can view what you have posted. Be mindful of the story you are telling whether it be through words, photos, and/or videos.

Social Media No, No's



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Social Media No, No's

- Do not post photos or videos that include alcoholic beverages, drug paraphernalia or weapons.
- Do not post anything that could be considered cultural appropriation.
- Do not post anything with written references to alcohol, drugs, drinking, sexual misconduct, or racial slurs.
- Do not use foul language.
- Do not post anything related to political or religious views.
- Do not post any confidential fraternity business on social media.
- Do not share social media login information with the entire Chapter or anyone outside the Chapter.
- Do not submit any inappropriate content to social media accounts like Total Frat Move (TFM), Oldrow, Barstool, etc. These account feed into the negative perception of Greek life and should not be affiliated with KDR in any shape or form.
- Do not make any references to hazing or “pledges”.
- Do not criticize or speak poorly of another organization.
- Do not ignore people who take time to interact.
- Important note: this list applies to both Chapter and personal accounts when KDR branding is being used in the post, or personal profiles.

Social Media Outlet Tips



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Social Media Outlet Tips

Facebook

- Promotion of events
 - Chapter Events – No events that include alcohol may be publicized or publicly listed on Facebook, even if this event is approved by the university or National Fraternity.
 - In the event of an event with live posting the chapter shall be responsible for monitoring content and removing inappropriate content immediately.
 - Use University specific hashtags to connect with PNM's. (e.g., #vt25, #jmu25, #tarleton25)
- Chapter Pages & Groups
 - Pages are public and should be used to provide information to members, new members, friends, and family. Pages are normally used as an informational and entertaining tool.
 - Groups are used to facilitate and encourage interaction between Brothers. Members can be added by joining or being invited. This group should be a private group on Facebook.
 - Suggested Chapter profile name (e.g., "Kappa Delta Rho (University Name)")
 - Suggested Alumni group name ("University Name" Alumni Association of Kappa Delta Rho)
 - Existing accounts do not need to be renamed.

Twitter

- Follow @kdrnational for content from the Fraternity to retweet to your followers.
- Please be sure to share any personal or chapter news with the National office and Brothers across the country by tweeting it to @kdrnational.
- Suggested usernames for the Chapter or Alumni Chapter Twitter accounts is some variation of university name and KDR. (e.g., kdr.vt, kdr_jmu, tarleton_kdr)
- Use University specific hashtags to connect with PNM's. (e.g., #vt25, #jmu25, #tarleton25)

Instagram

- Follow @kdrnational for content from the Fraternity to share to your followers.
- Tag @kdrnational in all Fraternity related post and include hashtags listed above.
- Be sure to keep content safe and appropriate. You do not want to negatively affect the reputation of our Fraternity.
- Suggested usernames for the chapter or alumni chapter Instagram accounts is some variation of university name and KDR. (e.g., kdr.vt, kdr_jmu, tarleton_kdr)
- Use University specific hashtags to connect with PNM's. (e.g., #vt25, #jmu25, #tarleton25)

LinkedIn

- Kappa Delta Rho has created a LinkedIn page/group for all members.
- Once you have joined the page, be sure to post and introduce yourself to the members. Simply providing your professional introduction could be very beneficial.
- We encourage brothers to post relevant content to create conversation within the group. As questions about your profession, publicize alumni news, share interesting articles, etc.

Social Media Outlet Tips

Social Media Resources

- Linktree or Campsite to have multiple important links in your bio.
- Facebook Business Suite, Hootsuite, and Later are all useful for scheduling automatic social media post.
- Hootsuite can be used for social media ideas, tips, branding, etc.

Sample Social Media Post



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Sample Social Media Post

“A Brotherhood that has lasted over 115 years continues when you join Kappa Delta Rho at (University). Check out the link in our bio for more information on joining in the fall!”

“Join #Greeklife for an experience of a lifetime. Click the link in our bio to sign up for recruitment!”

“Did you know that the creator of the Nacho Cheese Dorito was a KDR? For more information on KDR, visit the link in our bio!”

“The KDR Foundation awards Brothers over \$100,000 in scholarships yearly! Join a Fraternity that supports your academic growth. For more information, visit the link in our bio!”

The Brothers Keepers’ Program has raised over \$1.2 Million to support the Mental & Physical health of our Brothers! To learn more, visit the link in our bio.”

“Join us on DATE for RECRUITMENT EVENT hosted at LOCATION to learn more about how KDR will add to your college experience.”

How to Handle a Social Media Crisis



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How to Handle a Social Media Crisis

Retrieved from Hootsuite.

Create a social media policy.

Some of the worst social media situations start with a Brother posting something inappropriate. Fortunately, these are also some of the easiest crises to avoid.

The best way to prevent this type of social media crisis is to create a solid social media policy for your chapter. It should provide clear guidelines for appropriate use, outline expectations for branded accounts, and explain how Brothers can talk about, promote, and represent your Chapter on their personal channels.

Secure your accounts.

Weak passwords and other social media security risks can quickly expose your brand to a social media crisis. In fact, Brothers are more likely to cause a cyber security crisis than hackers are.

The more people who know your social media account passwords, the more chances there are for a security breach. Do not share passwords among the various members of your Chapter who need access to your social accounts.

Define what counts as a crisis.

People are going to say rude things about you online. That is a fact, not a crisis.

But if enough people are saying the same negative things about you on social media, all at the same time, that might be a crisis—or a potential crisis waiting to explode. What really identifies a social media crisis is a major negative change in the online conversation about your brand.

Engage—but do not argue!

Once you have posted that initial response, it is time to get the Executive Board working on more in-depth messaging. That might mean a press release, an official statement, or a letter from your Chapter Consul. The Chapter Consul is responsible for all official chapter communications.

But since we are talking about social media, simply issuing statements will not cut it. You are going to have to engage with people who may be saying negative things about you online.

Keep it short. Avoid getting pulled into a long discussion of what went wrong. Instead, try to move the conversation to a more personal channel, like private messaging. You could also offer a phone number, email address, or other means of communicating outside of social media.

How to Handle a Social Media Crisis

ALL OFFICIAL COMMUNICATION NEEDS TO BE APPROVED BY THE NATIONAL OFFICE COMMUNICATIONS TEAM.

- Irving Montgomery, Associate Director of Communications and Growth
- Lauren Hopkins, Deputy Executive Director
- Joseph Rosenberg, Executive Director

If the crisis escalates refer to our National Crisis Management Protocol

1. The Consul and Risk Manager (or officer next in line if the Consul is not present) takes charge.
 - a. Consul
 - b. Aedile
 - c. Senior Tribune
 - d. Junior Tribune
2. Call emergency number(s), usually 911, so appropriate emergency personnel (police, fire, ambulance) can respond. Cooperate fully with the needs of any public safety organization seeking to help you or protect your safety.
3. Restrict access to the chapter house at once. The Consul or officer in charge must have complete control of the situation and be aware of who is in the area. Permit only your members and appropriate officials to enter.
4. Assign one or more responsible members to assist in securing the area.
5. Do not tamper with any part of the area involved specifically which might be construed as evidence or involved with the incident.
6. Notify National Fraternity office:
Joe Rosenberg, Executive Director
(412) 953 6482
Lauren Hopkins, Deputy Executive Director
(412) 953 2321
7. Notify Chapter Advisor:
 - a. Chapter Advisor
 - b. Alumni Advisor
8. Assemble members in a group (in case of fire, assemble outside, in front of the house). All should remain calm. Explain there is an emergency, but that it is under control. Remind members that only the Executive Director can speak for the Fraternity-members are not to speak to anyone (including the media, friends, girlfriends, parents, community members, and the university) about the crisis.
9. Do not discuss details, speculate on events, or otherwise elaborate on the situation. Often, litigation follows crisis. Statements made could later be used in court.
10. Contact appropriate campus officials:
Greek Advisor:
11. Fully cooperate with appropriate authorities.
12. All clothing with the Fraternity's name should not be worn during the investigation period to help prevent anyone from asking brothers about the incident.

How to Handle a Social Media Crisis

13. Complete the attached “Incident Report Form” and submit to the National Office within 24 hours of event. This can be found in the insurance manual and sent to nationals. In addition, a five “w’s” (who, what, where, when why) should be wrote up and sent to the executive director as soon as possible.

DEALING WITH THE MEDIA

- Only the Executive Director should speak for the chapter.
- If Consul is contacted, he shall contact Executive Director Rosenberg at the National Fraternity if contacted by the media.
- If need to speak, do not forget to protect yourself legally. Plead the 5th until a lawyer has been seen.
- Keep repeating the above statement if you are pursued further. Do not give in because you are asked the same question several different ways. In all circumstances, National Headquarters will direct contact with collaboration from the Consul with the media. Never release names or admit liability.
- Depending on the circumstances, the National Headquarters may want to take over any direct contact with the media including the issuance of a press statement.

SERIOUS INJURY OR DEATH OF A MEMBER

- DO NOT NOTIFY THE PARENTS. Medical or police personnel who are trained in this will notify the family. You should always have parent/guardian information on file available to proper authorities. After you know that the family has been contacted, it is appropriate for a chapter representative to call and share your concern.
- In the event of a death, do not remove any personal items from the room. Do not let members enter the room. Allow only authorized personnel to enter the room. If possible, keep the door locked. Ask the family what their wishes are regarding the member’s possessions. You may offer to pack them in boxes, but it is more likely that the family will want to do this themselves. Before they arrive, be sure that any borrowed items are returned.
- When the family arrives, have empty boxes available and offer your help. Understand that this is a difficult time for them, and they may want privacy.
- Coordinate member attendance at the funeral or memorial service.
- In the case of serious injury or illness, find out the visitation wishes of the family and coordinate this with members of the chapter.

FOLLOWUP

- University staff is available for member counseling and general assistance. Individual and group counseling is strongly recommended following any crisis.

IN THE EVENT OF A SUICIDE ATTEMPT

- Call for an ambulance and the police. Briefly and calmly explain the situation so that the appropriate personnel may respond.

How to Handle a Social Media Crisis

- Talk with the member while awaiting the ambulance/police. Do not play psychologist, just be a friend.
- Do not immediately assemble and inform the members. Wait until the situation has been taken care of. Then close the house and follow procedures as outlined in other emergency situations to inform the members and the media.
- DO NOT notify the parents of the person who is involved in the emergency. University, police, or medical officials will inform the parents of the situation.
- Notify the Chapter Advisors and the Campus officials.
- When contacting the national fraternity, the following information will be needed:
 - o Name and location of the chapter
 - o Name of person reporting the incident.
 - o Name of the person associated with the emergency.
 - o Exact time, date, and location of the injury, damage, or other emergency
 - o Description of the incident
 - o Names of any witnesses
 - o The names of all other people who have been notified.

