



## **Kappa Delta Rho Social Media Guide Resources for Chapters and Alumni Corporations**

This guide is intended to provide basic social media knowledge to Kappa Delta Rho members to allow chapters and brothers from across the country to connect and share their positive fraternity experience with their fellow active and alumni members.

### **This resource contains the following:**

- **General Guidelines** that are established to protect our members and the image of the fraternity.
- **Brand and Standards** that are meant to provide consistency in quality and content throughout our chapters
- **Set Up and Best practices** for effective marketing and public relations and maintaining successful social media accounts
- **Directory** of official chapter and alumni accounts throughout common social media sites

### **Table of Contents**

<b>Section I: General Guidelines</b>	<b>2</b>
<b>Section II: Branding and Standards</b>	<b>2</b>
<b>Branding</b>	<b>2</b>
<b>Unacceptable Content and Terminology to Avoid</b>	<b>3</b>
<b>Section III: Set Up and Best Practices</b>	<b>3</b>
<b>Setting up Your Social Media Presence</b>	<b>3</b>
<b>Posting Content</b>	<b>3</b>
<b>Engage with your Audience</b>	<b>4</b>
<b>Section IV: Common Social Media Platform Best Practices</b>	<b>4</b>
<b>Section V: Specific Recommendations for Active Fraternities</b>	<b>7</b>
<b>Section VI: Specific Tips for Alumni Corporations/Associations</b>	<b>8</b>
<b>Section VII: Official Resources for National Accounts</b>	<b>9</b>
<b>Section I: General Guidelines</b>	<b>9</b>

## **General Guidelines**

- Please remember privacy on social media is very low; nonmembers can and do have access to many of our chapter's existing pages and accounts. Ensure that your content is appropriate, contains only public information about the fraternity, and portrays Kappa Delta Rho in a positive light.
- Social media should be a fun way to share and promote the identity of your chapter. Your first priority should be to promote a positive image of Kappa Delta Rho. Your content should also reflect positively on the organization's environment (university, college, city, state).
- We are proud to be Exceptional Leaders. Be sure that your content does not contradict our values. When posting pictures on Facebook, Twitter, Instagram, Flickr, etc. remember the impact your photograph may have on the chapter and the national organization. Social media is a very public world, the chapter should be sure that content found on their pages or accounts do not violate any university, Kappa Delta Rho or IFC policy.
- Kappa Delta Rho staff does not search for posts or photographs with violations of IFC policy or Kappa Delta Rho policy, but if tagged pictures or statements show up on the staff or volunteer's news feeds, we are legally obligated to investigate the content.
- Questions or Concerns – Please direct any inquiries regarding social media to the National Headquarters.

## **Section II: Branding and Standards**

### **Branding:**

- The KDR Shield graphic is the ideal logo for new media presence. While symbols such as the motto or letters certainly have good use, the Shield is the official logo of Kappa Delta Rho and is unique within the inter-fraternal community. If used consistently, the Shield is an effective branding image that can help viewers identify the fraternity. Please view Kappa Delta Rho's brand guidelines for access to our official logos and information on how to brand your social media accounts correctly.
- Any questions related to branding can be directed the National Headquarters Communications team.
- Chapters and alumni groups may use any images created and posted by the national organization.

## Unacceptable Content and Terminology to Avoid

- Photo Albums – All photos posted must be appropriate in nature and should not include alcoholic beverage containers or drug paraphernalia.
- Any written references to alcohol, drugs or drinking.
- Anything associated with the Ritual of Initiation or related materials.
- References to hazing or pledges will not appeal to potential new members. Even from a member's personal account, these conversations can hinder your chapter's growth.

## Section III: Set Up and Best Practices

### Setting up Your Social Media Presence:

- **Set Clear Goals:** Define specific, measurable, achievable, relevant, and time-bound (SMART) goals for your social media efforts.
- **Choose the Right Platforms:** Select social media platforms that align with your target audience and business goals.
  - Which platforms do your target demographics engage in the most?
  - How many platforms do you plan to update on a regular basis?
- **Be Consistent:** Maintain a consistent posting schedule and engagement strategy to keep your audience interested and build a strong presence.
- **Be Authentic:** Be genuine and transparent in your interactions with your audience.

### Posting Content:

- **Scheduling:** Schedule your posts using a social media management tool to save time and ensure consistent posting, even when you're busy.
- **Target Audience:** If using paid or premium features, target a specific age group and location as close to the university/campus as possible to ensure the most views.

- **Support:** Members should like and reshare chapter posts to boost visibility.

### **Engaging with Your Audience:**

- **Respond to Comments:** Actively respond to comments, questions, and mentions to build relationships and show your audience you value their engagement.
- **Participate in Conversations:** Engage in relevant conversations and join discussions within your industry or niche to expand your reach and connect with potential followers.
- **Hashtags and Tagging:** Use relevant hashtags and strategically tag other accounts to increase the visibility of your posts and reach a wider audience.
- **Ask Questions:** Encourage engagement by asking questions that spark conversation and invite your audience to share their thoughts and opinions.

## **Section IV: Common Social Media Platform Best Practices**

### **Facebook**

#### **Promotion of Events**

- Chapter Events – No events that include alcohol may be publicized or publicly listed on Facebook, even if the event has been approved by the university or Fraternity/Sorority Life office.
- The chapter hosting the event must regularly monitor all content posted by guests on the wall of the event and should remove content immediately that does not adhere to the guidelines set forth in this document.
- Chapters should only publicize activities with appropriate event names via Facebook.

#### **Pages and Groups**

- Facebook currently offers two networking tools to organize and promote a chapter or alumni chapter: Groups and Fan pages.

- Fan pages – Forum for a chapter’s “public” presence on Facebook. Good vehicle to provide information to members, potential new members, friends, family and others. Fan pages are primarily used to provide interesting and entertaining content to fans as well as begin conversation between fans. Fan pages can be viewed and added by anyone with a Facebook profile.
- Groups – Forum to facilitate and encourage interaction within a specific group. Useful for ongoing communication between group members through discussion topics. Group members can be invited to join in bulk. These groups privacy settings should typically be “closed” or “secret.” Even though groups are less public than a page, they should still be treated as a public forum as anyone can take a screenshot of content in that closed group.

### **“X” (Formerly known as Twitter)**

- Suggested usernames for chapter or alumni chapter Twitter accounts is “UniversityNameKDR” Existing Twitter accounts do not need to be renamed.
- Follow @KappaDeltaRho for content from the fraternity to retweet (RT @KappaDeltaRho) to your followers.
- Please be sure to share any individual or chapter news with the national office and brothers across the country by tweeting it to @KappaDeltaRho. This will allow your news to be spread to thousands of Kappa Delta Rho fans and followers.
- @KappaDeltaRho and let the National Office know.
- The nature of Twitter is that users regularly follow others they do not know personally. It is more likely on Twitter than any other social media site that your chapter or alumni group will have unknown/non-Kappa Delta Rho followers. Please keep this in mind when using any proprietary or potentially sensitive information for your tweets.

### **Instagram**

- Kappa Delta Rho (@KDRNational) is on Instagram
- Tag fraternity-related photos with @KappaDeltaRho, #KappaDeltaRho or #KDR to share your photos with brothers.

- Notify appropriate National Fraternity representatives to gain access to private group chats of chapters and alumni
- Be sure to keep content safe and appropriate. You don't want your content to tarnish your reputation or the reputation of the fraternity.

## **LinkedIn**

- Kappa Delta Rho has created a LinkedIn group for all Kappa Delta Rho members. In order to join the group, the national office must verify all members after a request to join is submitted.
- Once you have joined the group, 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 and create conversation within the group. Ask questions about your profession, publicize alumni news, share interesting articles, etc.

## **TikTok**

- Suggested usernames for chapter or alumni chapter TikTok accounts is "UniversityNameKDR" Existing TikTok accounts do not need to be renamed.
- Notify appropriate National Fraternity representatives to gain access to private group chats of chapters and alumni.
- Engagement works best on TikTok's algorithm when posting occurs frequently. Post and encourage brothers do repost content when it is shared to boost visibility.

## **Other Social Media Outlets**

- New social media websites are popping up frequently. If your chapter creates a new profile, group or page, please contact the communication team to share your work and keep the national office aware of the advancements made by your chapter.

- To protect chapter and member privacy, Kappa Delta Rho does not publish an online database of official chapter/association Facebook links.
- It is appropriate to post a link to your chapter or association Facebook and/or Twitter accounts on your organization's website.

## **Section V: Specific Recommendations for Active Fraternities**

### **Recruitment (Rush) Strategy**

- The "Funnel" Approach: Use social media as the top of your recruitment funnel. Your Instagram and TikTok bios should always contain a link to a "Interest Form" or ChapterBuilder link, not just the national website.
- Show, Don't Just Tell: Potential New Members (PNMs) and their parents want to see what membership actually looks like. Instead of just posting flyers with dates, post photos of brothers studying, playing intramurals, or doing community service.
- "Why I Joined": In the weeks leading up to Rush, post short video testimonials or photo captions from current brothers explaining why they joined KDR. Authenticity sells better than polished graphics.
- Tagging: Tag the university, the IFC, and other student organizations in your stories. This increases the likelihood they will repost your content, expanding your reach to students outside your immediate circle.

### **Campus Branding & Image**

- Parent-Friendly Content: Always assume a PNM's parent is looking at your page. Highlight your chapter's GPA, academic achievements, and philanthropic dollars raised. This validates the investment of dues.
- Spotlight Leaders: Showcase brothers who are leaders in other campus organizations (Student Government, Orientation Leaders, Varsity Athletics). It proves that KDR is a hub for campus leadership.
- Visual Consistency: Use the "Highlights" feature on Instagram to categorize content permanently (e.g., "Brotherhood," "Philanthropy," "Recruitment,"

"Alumni"). This serves as a digital brochure for anyone visiting your profile for the first time.

## **Risk Management & Safety**

- The "Grandma Rule": Before posting, ask: "Would I be comfortable explaining this photo to my grandmother or a future employer?" If the answer is no, delete it.
- Background Check: meaningful content can be ruined by a stray red cup or inappropriate sign in the background. Audit the entire frame of a photo or video before uploading.
- Avoid "Inside Jokes": Content that relies on inside jokes often alienates non-members and can be easily misinterpreted by the university or nationals as hazing or exclusionary behavior.

## **Section VI: Specific Tips for Alumni Associations**

### **Bridging the Gap**

- **Validate the Legacy:** Alumni want to know their chapter is still thriving. Share statistics that validate their legacy (e.g., "The chapter just achieved a 3.4 GPA," or "We initiated 25 men this fall"). Success validates their past donations and encourages future giving.
- **Nostalgia Marketing:** Use "Throwback Thursday" (#TBT) to post digitized composites or photos from the 80s, 90s, and 00s. Tagging older alumni in these photos is the single highest-engagement tactic to re-awaken inactive brothers.
- **Professional Networking:** Use LinkedIn specifically to highlight job placements of graduating seniors. This encourages older alumni to see the value in mentoring and hiring younger brothers, strengthening the professional network.

### **Communication Channels Fundraising & Events**

- **The "Value-Add" First:** Do not only post when asking for money. Adhere to a "3-to-1" ratio: Post three updates about brotherhood success, history, or alumni spotlights for every one post asking for donations.
- **Event Promotion:** Create Facebook Events for Homecoming, Founders Day, and reunions at least 3 months in advance. Older demographics still rely heavily on Facebook for event scheduling.

- **"Where Are They Now?":** Feature monthly spotlights on alumni who are excelling in their careers or personal lives. This builds community pride and helps brothers from different eras feel connected to the organization's current narrative.
- **Platform Demographics:** Focus your energy where your audience is.
  - **Facebook:** Primary hub for alumni age 30+. Best for events and discussions.
  - **LinkedIn:** Best for career networking, "hire a KDR" initiatives, and professional updates.
  - **Email vs. Social:** Use social media to drive traffic to your newsletters. Post a teaser of an update (e.g., "See photos from the 50th Anniversary renovation") with a link to the full email or website update.

## **Section VII: Official Resources for National Accounts**

### **National Fraternity**

- Facebook fan page – [facebook.com/kdrnational](https://facebook.com/kdrnational)
- LinkedIn- [linkedin.com/company/TBD/](https://linkedin.com/company/TBD/)
- Instagram - [@kdrnational](https://instagram.com/@kdrnational)