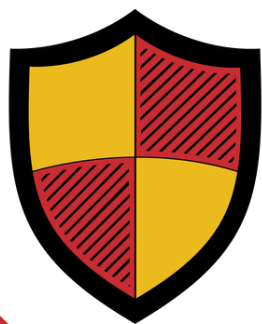


DELTA CHI

FRATERNITY

Updated August 2024



BRIEF

PUBLIC RELATIONS

Positive public relations are essential to the success of a Delta Chi chapter/provisional chapter. We must maintain positive relationships with our communities by making active efforts to build relations and showcase the positive aspects of our chapters/provisional chapters. This BRIEF will cover best practices for solidifying stakeholders and suggestions for initiatives to maintain a positive image.

IDENTIFYING AND ANALYZING STAKEHOLDERS

When considering building relationships with stakeholders, it's first important to identify our stakeholders. A stakeholder is a person with an interest or concern in something, specifically Delta Chi. Below is a list of potential stakeholders for your chapter/provisional chapter:

- **In Delta Chi:** active members, associate members, alumni, parents/families/guardians, members of other Delta Chi chapters/provisional chapters, Board of Regents, Fraternity Volunteers, Delta Chi International Headquarters staff
- **On Campus:** Faculty, administration, trustees, staff, other fraternity/sorority members, non-fraternity/sorority students
- **The Community:** Neighbors, local businesses, local residents, public officials (ex. police, fire)
- **The Visiting Public:** Alumni of the institution, participants and spectators at campus events, potential students and their families (ex. tour groups)
- **The General Public:** Media (newspaper, radio, television), civic and service organizations, philanthropic partners

The chapter/provisional chapter should complete a self-assessment that helps them to better understand their reputation and the image they portray to all of the different stakeholders listed above. Something like a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is recommended.

DEVELOPING GOALS

Chapter/provisional chapter image and reputation should be a focal area for goal setting each academic term. The chapter/provisional chapter is encouraged to develop goals that will allow them to capitalize on their strengths, while actively working to combat areas of weakness. Building and strengthening relationships with stakeholders should be the primary focus when developing goals.

SOLIDIFYING YOUR “WHY”

When setting goals, the chapter/provisional chapter should have a “why” in mind. Consider some of the questions below to solidify the chapter/provisional chapter “why”:

- Why do we exist on campus?
- What value do we provide to our members?
- How are we different from other fraternities on campus?
- What do we want to be known for?

Once this is established, the chapter/provisional chapter will be able to further understand their brand or identity, which impacts how they are seen by stakeholders and should inform their priorities moving forward. For assistance with developing a chapter/provisional chapter identity or a public relations workshop, contact the Director of Marketing and Communications, Chase Strother (cstrother@deltachi.org) or [your chapter coach](#).

PUBLIC RELATIONS INITIATIVES

Below is a list of potential projects the chapter/provisional chapter could approach with a variety of stakeholders. The projects selected should be in line with the results of the SWOT analysis and support the strategic goals in line with the chapter/provisional chapter's brand.

- Administration and Faculty
 - Host faculty dinner nights
 - Send congratulatory notes to faculty or administration for outstanding work
 - Sponsor a faculty appreciation day or open house
 - Donate books to the campus library
 - Distribute flowers or a token of appreciation on Administrative Professionals Day
- Non Fraternity/Sorority Affiliated Students
 - Assist with residence hall move-in or move-out
 - Set up a table during new student orientation
 - Provide care packages for students during midterms or final exams
 - Sponsor scholarships for students in need that align with Delta Chi values
- Fraternity/Sorority Affiliated Students
 - Encourage participation and cooperation within the Interfraternity Council (IFC)
 - Participate in intramural sports
 - Send other fraternities and sororities holiday cards, notes of congratulations on awards, or flowers/tokens of appreciation on their Founders Days
 - Co-sponsor seminars, workshops, or retreats on topics of mutual interest or benefit
 - Maintain a positive and cooperative attitude at IFC meetings and functions
 - Display congratulatory banners or signs wishing good luck on finals, recruitment, Greek Week, etc.
 - Host fraternity officer roundtables to meet and discuss ideas or concerns
 - Support other organization philanthropic fundraisers with donations or participation
- Community Members
 - Organize a public service weekend within the neighborhood or college/university community where members do odd jobs (rake leaves, mow lawns, etc.) for residents, and provide a meal afterwards
 - For housed organizations, ensure the exterior of the property is clean and functional at all times
 - Have members speak at local clubs and organizations about fraternity life
 - Provide manpower for a community project
 - Assist Special Olympics in your area
 - Assist in a Toys for Tots campaign or collect toys for local children/families in need and bring the donations to a local charitable agency
 - Collect donations for a local or campus food pantry or food bank
 - For housed organizations, sponsor a "Haunted House" in the facility for campus and community members during Halloween, with admission proceeds going to charity - be sure to verify local fire codes first
 - Assist with a city/town beautification project
- Alumni
 - Work with the "E" to develop a chapter alumni directory and to distribute an alumni newsletter regularly (see [Alumni Newsletter BRIEF](#) for more information)
 - See [Alumni Engagement BRIEF](#) for more ideas

CAMPUS INVOLVEMENT

The best way to build PR is to bring Delta Chi to the rest of campus through involvement in other organizations. Every Member and Associate Member should be **actively** involved with at least one other recognized student organization besides Delta Chi. Not only does this build positive PR, but it also heavily assists with recruitment and networking on campus. Members can also provide updates about these student organizations during regular meetings.

SOCIAL MEDIA TIPS

Social media plays a large role in how the chapter/provisional chapter is perceived and subsequently, how stakeholders may interact with members. Below is a list of best practices for social media interaction and engagement. For more tips, follow [@FraternitySocialMedia](#).

- Develop a social media content calendar
- Post a minimum of once per week on each outlet
- Tailor your content for your audience - typically Instagram for students, Facebook for family and alumni
- Utilize the Instagram story feature for additional exposure and to save highlights
- Share member successes and leadership roles in other organizations
- Highlight chapter/provisional chapter participation in service activities, community events, campus activities, and other fraternity/sorority events
- Follow other official college/university and student organization accounts, as well as individual members and students
- Ensure that all posts align with Delta Chi values and do not violate the Risk Management Policy
- Create a social media code of conduct for members to follow for their personal accounts and revisit these agreements regularly or as needed for accountability

BRAND STANDARDS

When looking to create content for your chapter/provisional chapter, you can utilize the [Delta Chi Fraternity Style Guide](#) to align your promotional materials with brand standards.

GREEK LICENSED PRODUCTS

Ensure that any promotional items (ex. shirts, giveaways, etc.) purchased are [Greek Licensed](#) products, and preferably are ordered through the official [Delta Chi store](#) or an approved vendor partner.

You should ensure at least three weeks of lead time for approval on a new shirt or promotional product image design to be approved. It is recommended that you work with preferred vendors ([Campus Classics](#) or [FraterniTees](#)) to use a pre-made and approved design for shorter or urgent timelines.