



# DELTA CHI

## PUBLIC RELATIONS CHAIR BRIEF

Updated July 2025

Positive public relations are essential to the success of a Delta Chi chapter. We must maintain positive relationships with our communities by making active efforts to build relations and showcase the positive aspects of our chapters and the accomplishments of our members. 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:

- **In Delta Chi:** Active members, Associate Members, alumni, parents/families/guardians, members of other Delta Chi chartered/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, emergency response teams (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 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 image and reputation should be a focal area for goal setting each academic term. The 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 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 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 identity or a public relations workshop, contact the Marketing and Communications team at Delta Chi IHQ.

## **PUBLIC RELATIONS INITIATIVES**

Below is a list of potential projects the 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 in residence halls during exam periods
- 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 or for other notable events or accomplishments
- Co-sponsor seminars, workshops, philanthropy events, or retreats on topics of mutual interest or benefit
- Maintain a positive and cooperative attitude at IFC and Panhellenic 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's 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 afterward
- 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" or Trick-or-Treat at 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
- Assist in community cleanup in event of destruction from natural disasters

## 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)
- Regularly engage with alumni, especially those who show interest in continuing a relationship with the active chapter (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.

Examples of ideas to encourage campus involvement:

- Host collaborative events with other student organizations (culturally-focused organizations, academic clubs, sports teams).
- Volunteer for campus-wide service days or community outreach initiatives.
- Sponsor a student appreciation event, like free coffee during finals or a wellness pop-up during midterms.
- Participate in intramural sports leagues as a team and support other teams at games.
- Attend university forums or town halls to show engagement in campus policies and student government.
- Support other organizations' fundraisers and events.
- Partner with campus offices, such as Career Services or Health & Wellness departments, to co-host résumé workshops or mental health panels.
- Encourage members to run for student government positions or join advisory boards and committees.
- Open up chapter events to the campus, like cookouts, game nights, or educational speakers.
- Create social media takeovers in collaboration with the university or student life accounts.
- Celebrate campus traditions and spirit weeks by dressing up, decorating your house/facility, or hosting spirit events.
- Invite professors to lunch or coffee hours for informal networking and connection.
- Host a philanthropy week open to all students with engaging fundraising events.
- Promote academic achievement by recognizing members on the Dean's List or hosting a scholarship dinner.

## SOCIAL MEDIA TIPS

Social media plays a large role in how the 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 platform
- Tailor your content for your audience - typically Instagram for students, Facebook for family and alumni, LinkedIn for professional networking and development
- Utilize the Instagram story feature for additional exposure and to save highlights
- Share member successes and leadership roles in other organizations

- Highlight member 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.

## **SOCIAL MEDIA CODE OF CONDUCT**

Delta Chi social media guidelines serve as reasonable expectations and considerations that all members should take into account while representing the organization in online communications.

Strongly consider who should have access to each of your social media accounts, and think about how to manage your current account credentials securely. The following individuals make sense to have access to each account:

- “A” and/or “B”
- Public Relations Chair
- “BB” - Chapter Advisor or member of the Alumni Board of Trustees

Social media has become a powerful medium for global communications, and while each of our members represents the Fraternity, there are certain concepts that should be considered while interacting online:

- All social media posts by Delta Chi affiliated accounts should be in compliance with federal laws, state/province laws, and be aligned with both Delta Chi Law and Delta Chi’s Risk Management Policy.
- Photos or other content should not be posted if they violate intellectual property laws, unless the person who posted the content owns or controls the rights to it, or has otherwise received express written consent to use it. This applies to photos found on search engines or elsewhere online
- Any branding should follow the guidelines stated on the Delta Chi website and in the [Delta Chi Style Guide](#)

## **DIGITAL FOOTPRINT**

Consider everything that is posted to the internet to be permanent. No matter how long a post remains live, there is still a risk of screenshots. Care must be taken to ensure each post is appropriate or purposeful before posting.

Seek permission from individual members, businesses, volunteers, faculty, etc. before posting content such as images of them, or personal or identifying information. Keep in mind that sharing or reposting someone else’s content can reflect on the chapter or organization as a whole, negatively or positively.

## **EXAMPLES OF GOOD POSTS TO PROMOTE:**

- Recruitment events
- Philanthropy
- Fraternity/Sorority Life events
- Member participation in other fraternity or sorority events

- University events
- Accomplishments of chapter members and/or alumni
- Brotherhood retreats
- National Holidays and months of recognition
- Academic achievements
- Employment achievements of active and/or alumni members
- Awards
- Birthdays
- Chapter updates

#### **EXAMPLES OF POSTS TO BE AVOIDED:**

- Posts promoting parties
- Anything that would be considered a violation of Delta Chi's Risk Management Policy.
- Sharing ritual or confidential information
- Posts that are politically charged.
- Posts that objectify, defame, exploit, or insult any group of people or individuals
- Posts that are negatively charged toward any businesses, teams, etc.
- Posts depicting violations of any local, state/province, or federal laws

For questions on what makes a good social media post, or for feedback on how to improve your chapter's social media, please reach out to the Delta Chi Marketing and Communications team.

## **BRAND STANDARDS**

When looking to create content for your 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 to use a pre-made and approved design for shorter or urgent timelines.