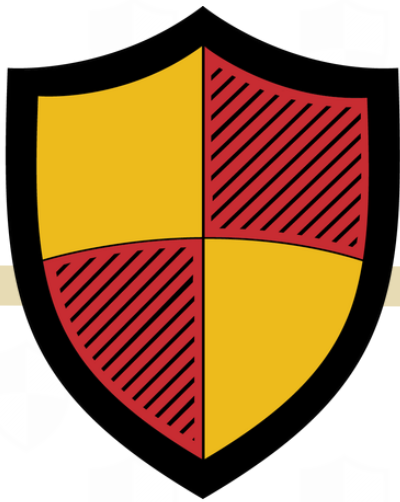




DELTA CHI

PUBLIC RELATIONS CHAIR BRIEF

Updated August 2026

Positive public relations are essential to the success and sustainability 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 provides Public Relations (PR) Chairs with best practices for identifying stakeholders, setting strategic goals, executing targeted initiatives, managing digital communications, handling crisis situations, and maintaining brand excellence.

IDENTIFYING AND ANALYZING STAKEHOLDERS

When considering building relationships with stakeholders, it is first important to identify who our stakeholders are. A stakeholder is any person or group with an interest or concern in Delta Chi and its operations.

- **In Delta Chi:** Active members, Associate Members, alumni, parents/families/guardians, members of other Delta Chi chapters, Board of Regents, Fraternity Volunteers, and Delta Chi International Headquarters staff.
- **On Campus:** Faculty, administration, board of trustees, staff, other fraternity/sorority members, and non-fraternity/sorority students.
- **The Local Community:** Neighbors, local businesses, local residents, public officials, and emergency response teams (e.g., police, fire/rescue).
- **The Visiting Public:** Alumni of the institution, participants and spectators at campus events, prospective students, and visiting families.
- **The General Public:** Media (newspaper, radio, television, local blogs), civic and service organizations, and philanthropic partners.

STAKEHOLDER ANALYSIS AND SELF-ASSESSMENT

The Chapter should complete a formal self-assessment annually to better understand its current reputation and public perception across these stakeholder groups. Utilizing a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) is strongly recommended:

- **Strengths:** What positive relationships, strong media assets, or reputation highlights already exist?
- **Weaknesses:** Where are communications lacking, or what negative perceptions exist on campus/community?
- **Opportunities:** What upcoming campus events, community initiatives, or partnerships can Delta Chi leverage?
- **Threats:** What potential risks, policy changes, or campus issues could impact the Chapter's reputation?

DEVELOPING GOALS AND SOLIDIFYING YOUR “WHY”

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

SOLIDIFYING YOUR CHAPTER’S “WHY”

When setting PR goals, the Chapter leadership must have a clear ‘why’ in mind. Consider the following core questions to clarify your Chapter’s identity:

- Why do we exist on this campus, and what is our primary mission?
- What unique value do we provide to our active members and the broader student body?
- How are we distinct from other fraternities on campus?
- What do we want Delta Chi to be known for among university leaders and community members?

Once established, the Chapter will be able to articulate its brand identity, which directly impacts stakeholder perceptions and informs strategic priorities. For assistance developing a Chapter identity or hosting a PR workshop, contact the IHQ Communications Team.

TARGETED PUBLIC RELATIONS INITIATIVES

Below is a menu of actionable projects designed for specific stakeholder groups. Projects selected should directly reflect the results of the Chapter’s SWOT analysis.

ADMINISTRATION AND FACULTY:

- Host faculty dinner nights or informal coffee hours at the Chapter house or campus center each term
- Send congratulatory handwritten notes to faculty or administrators recognized for campus awards or tenure.
- Sponsor a faculty appreciation breakfast or open house.
- Donate books or educational equipment to the university library in honor of faculty advisors.
- Distribute flowers or tokens of appreciation on Administrative Professionals Day.

NON-FRATERNITY/SORORITY AFFILIATED STUDENTS:

- Assist incoming students with residence hall move-in and move-out operations.
- Set up an informational table during new student orientation to answer questions about campus life.
- Distribute finals week care packages or free coffee/snacks in student study centers.
- Sponsor campus-wide scholarships for deserving students aligned with Delta Chi values.

FRATERNITY/SORORITY AFFILIATED STUDENTS

- Encourage active, constructive participation and leadership within the Interfraternity Council (IFC).
- Send cards, flowers, or congratulatory notes to Chapters celebrating Founders Days or national awards.
- Co-sponsor educational seminars, mental health workshops, philanthropy events, or leadership retreats.
- Display congratulatory banners wishing Greek community members success during exams, recruitment, or Greek Week.
- Host fraternity officer roundtables to discuss shared challenges, risk management, and campus initiatives.
- Support other organizations' philanthropic events through full Chapter attendance and financial contributions.

COMMUNITY MEMBERS AND LOCAL RESIDENTS

- Organize a neighborhood public service weekend (yard maintenance, leaf raking, painting) followed by a community meal.
- Ensure the exterior property, grounds, and facility of housed Chapters remain clean, orderly, and functional daily.
- Provide volunteer manpower for civic projects, local food banks, Special Olympics, or Toys for Tots campaigns.
- Sponsor a community "Haunted House" or Trick-or-Treat event for local families (ensuring fire codes and safety regulations are strictly verified).
- Assist municipal teams with city beautification or local emergency clean-up initiatives.

ALUMNI AND FAMILIES

- Partner with the "E" to maintain an updated alumni directory and publish a regular alumni newsletter.
- Host dedicated Family Weekend events, Alumni Tailgates, and Founders Day banquets.

CAMPUS INVOLVEMENT AND INTEGRATION

The most effective way to build positive PR is to integrate Delta Chi into the fabric of campus life. Every active member and associate member should be actively involved in at least one recognized student organization outside of Delta Chi.

- Collaborate on events with academic clubs, student government, cultural organizations, and club sports teams.
- Co-host workshops with university departments (e.g., Career Services résumé clinics, Health & Wellness panels).
- Encourage members to run for Student Government office or join university policy committees.
- Recognize academic excellence publicly by celebrating Dean's List honorees and hosting scholarship banquets.
- Open non-ritual Chapter events (game nights, educational speakers, BBQs) to the entire student body.

MEDIA LITERACY, DIGITAL FOOTPRINT, AND CAREER PREPAREDNESS

Navigating personal social media accounts requires realistic awareness rather than control. We do not police individual members' personal social media accounts. Instead, PR Chairs should prepare members to understand how personal posting habits impact their future careers and professional endeavors in the digital age.

CAREER PREPAREDNESS AND DIGITAL DISCRETION

- **Protecting Your Future & Career:** A digital footprint is permanent. Deleting a post or comment does not mean it is gone; screenshots and archives exist indefinitely. Exercising caution on personal pages ensures a member's career prospects and future endeavors remain unstained.
- **Publicly Disclosing Affiliations:** Choosing to publicly list Delta Chi (or any future employer, company, or organization) on personal bios or posts opens the door for you to be seen as a representative of that organization as a whole.
- **Professional Best Practice:** Learning to navigate digital identity thoughtfully is essential career preparation. When members disclose affiliations publicly, their personal conduct can reflect on the larger group, making personal discretion a key professional skill.

MEDIA LITERACY AND CRITICAL THINKING

Media literacy is the ability to analyze, evaluate, and produce digital content responsibly. Chapter members should exercise critical thinking when engaging online:

- **Avoid Inflammatory Content:** Avoid posting or re-sharing known inflammatory content, unverified news, or unnecessary digital disputes.
- **Context Matters:** Understand that internet content is easily taken out of context or shared beyond intended audiences.
- **Avoid Emotional Reactivity:** Maintain emotional restraint. Avoid engaging in online arguments, flame wars, or comment-section debates on social media platforms.

SOCIAL MEDIA STRATEGY AND BEST PRACTICES

Social media is a primary channel for engaging peers and showcasing chapter life. Chapters are encouraged to maintain a dynamic, creative, and authentic online presence that highlights the unique personality of their brotherhood. For more tips, follow [@FraternitySocialMedia](#).

FOSTERING FUN, DIVERSITY, AND CREATIVITY

Effective PR is about authentically sharing your Chapter's unique energy, members, and story. Chapters are strongly encouraged to embrace creativity, humor, and diverse perspectives in their digital content.

- **Celebrate Chapter Diversity:** Showcase the rich, diverse backgrounds, majors, talents, and campus roles of your active members and associate members. Highlight what makes each brother unique.
- **Bring the Fun:** Feel free to lean into humor, lighthearted trends, behind-the-scenes moments, and interactive posts that bring out the genuine fun of fraternity life.
- **Creative Freedom:** Use dynamic video formats, creative graphic designs, member takeovers, and original storytelling concepts to keep your audience engaged.
- **Creativity Within Boundaries:** Keep content creative and fun while adhering to basic risk management policies and federal, state, and local laws.

IHQ COMMUNICATIONS SUPPORT

Need help brainstorming content ideas, polishing a graphic design, or navigating a post? The IHQ Communications Team is always here as a collaborative resource for PR Chairs and members. Reach out directly to the IHQ Communications Team or contact Headquarters at (317) 848-1890 for strategic advice, brand assets, or creative feedback.

PLATFORM CHANNEL ROLES AND EXPECTATIONS

- **Instagram:** Primary platform for undergraduate students, prospective members, and campus peers. Focus on high-quality visuals, event recaps, and member spotlights.
- **TikTok:** Used for short-form video engagement to showcase authentic campus involvement, philanthropy prep, and brotherhood culture. Content must adhere to standard risk management guidelines and local/federal laws while discouraging known inflammatory topics.
- **Facebook:** Targeted toward alumni, parents, faculty, and local community members. Share long-form Chapter updates and newsletters.
- **LinkedIn:** Focus on career achievements, internship placements, alumni spotlights, and professional development.

RECOMMENDED CONTENT TO PROMOTE

- Recruitment events & Brotherhood retreats
- Philanthropy & community service highlights
- Academic achievements & Dean's List announcements
- Member leadership in other campus organizations
- Professional internships, job placements, and alumni successes
- National holidays, heritage months, and university spirit days

CONTENT TO STRICTLY AVOID

- Known inflammatory content, online arguments, or divisive debates
- Violations of Delta Chi's Risk Management Policy or local/federal laws
- Confidential ritual information or internal Chapter grievances
- Content that objectifies, defames, exploits, or insults any group or individual

RESPONSE ACTION PLAN FOR ONLINE MISCONDUCT

Delta Chi is dedicated to fostering an inclusive, respectful environment. If a member or official Chapter account posts content that is offensive, discriminatory, or violates Delta Chi policies, the PR Chair must execute this protocol immediately:

1. **Secure Evidence & Document:** Before taking down any post, capture clear screenshots showing the content, account handle, timestamp, and context for internal review.
2. **Executive & Advisor Notification:** Immediately inform the "A" and "BB" - Chapter Advisor of the post and any initial actions taken.
3. **Content Removal:** Archive or delete the post from public view immediately after capturing documentation.
4. **Internal Accountability:** Engage the individual member directly to explain the violation. If posted on a personal account, refer the matter to the Chapter Judicial Board.
5. **University & IHQ Escalation:** In cases involving severe bias, discrimination, or university policy violations, ensure coordination with campus Fraternity/Sorority Life advisors and IHQ leadership.

MEDIA RELATIONS AND CRISIS PROTOCOL

The chapter should ensure that they have reviewed the [Emergency Management BRIEF](#) and has an [Emergency Management Plan](#) in place.

As shared in the Emergency Management BRIEF, members should consult with the Delta Chi International Headquarters (IHQ) Director of Communications before responding to any media requests (including campus, local, or national inquiries). The Headquarters staff will provide direction and resources for your response, if applicable.

Members should not provide comment if they are contacted by any media source, and instead be educated that any media inquiries should be directed to the “A,” “BB” - Chapter Advisor, or in most cases, IHQ. The “A” is the only member that should speak to the media on behalf of the chapter, if authorized to do so by IHQ.

Do not discuss details, speculate on events, or otherwise elaborate on the situation, including on social media. Often, litigation follows. Statements made could be used later in court. If any member or officer is approached by media (campus journalists, local/national news, social media reporters) for ANY reason, no comments are to be made to the media or publicly under any circumstances. Their first step must be to immediately contact International Headquarters (IHQ) and provide all relevant information.

MANDATORY IHQ REPORTING AND NO-COMMENT POLICY

No member, officer, or spokesperson is authorized to make comments, issue statements, or answer questions publicly or to any media outlet. If approached by media for any reason:

- **Immediate IHQ Notification:** Immediately notify International Headquarters (IHQ Communications Team / Executive Staff) and provide all relevant information, context, and media contact details.
- **Strict Media Silence:** Do not offer opinions, off-the-record comments, or official statements. Politely inform the reporter of national policy using the required statement below.
- If needed, here is a sample media response statement: *"Delta Chi International Headquarters handles all media relations and public statements. I am unable to comment. Please direct all inquiries directly to the International Headquarters Communications Team at (317) 848-1890."*

CRISIS AND OPERATIONAL GUIDELINES

- Never issue a personal statement, social media post, or background comment on behalf of the Chapter or Fraternity.
- Never speculate on active investigations, personnel matters, medical conditions, or potential liability.
- Immediately pause all pre-scheduled social media posts during an active incident or inquiry until cleared by IHQ.

DIGITAL STRATEGY, SECURITY, AND ACCOUNT GOVERNANCE

SHORT-FORM VIDEO STRATEGY

Utilize Instagram Reels and TikTok to showcase authentic Chapter life. Highlight philanthropy prep, campus involvement, and brother spotlights while ensuring environments comply with general Risk Management rules.

ACCOUNT SECURITY AND CREDENTIALS

Official Chapter account access must be restricted to the "A", "B", PR Chair, and "BB" - Chapter Advisor. Use a secure password manager and change all login credentials within 48 hours of officer transitions.

BRAND STANDARDS, LICENSING, AND MEDIA RIGHTS

All promotional materials, apparel, and digital graphics must strictly adhere to the [Delta Chi Style Guide and Brand Standards](#) available on the IHQ website.

GREEK LICENSED PRODUCTS

To [protect our trademark](#), all Chapter apparel and promotional items must be purchased through [Greek Licensed vendors](#) and preferably are ordered through the [official Delta Chi store](#) or an approved vendor partner. Allow at least three weeks of lead time for custom artwork approval.

PHOTO AND MUSIC RIGHTS

- **Public Event Signage:** Display visible signage at public events stating that photography and video recording are taking place for promotional use.
- **Audio Copyright:** Do not use copyrighted audio tracks in paid advertising or custom video edits without appropriate commercial licenses.

MEASURING SUCCESS AND KEY PERFORMANCE INDICATORS

To ensure PR efforts drive tangible results, the PR Chair should track metrics monthly and present key achievements to the executive board:

PR Focus Areas	Primary KPIs and Metrics	Strategic Objective
Social Media Growth	Follower growth, engagement rate, video views, story reach	Evaluate content resonance and audience expansion
Stakeholder Engagement	Newsletter open/click rates, alumni event attendance	Measure strength of alumni and family connections
Campus Integration	Co-sponsored events, campus paper coverage, campus involvement	Track Chapter reputation and university standing