**Social Media Outlets**

**Facebook***National Fan page for our constituents to freely view*

* A universal outlet for our Chapters to freely use to post statuses, pictures, video of professional activities (Service, Recruitment and Philanthropic Events)
* Follow base goal: Over 500 likes by the Spring of 2015
* Must have a consistent posting of twice a week to be viewed as relevant and operational
* Bitty link 🡪 National Twitter account
* Content will consist of all types of professional activities that will be viewed by the administrators of the page (John Mastronardo, Ryan Thomas & Scott Carlson)

**Instagram***National Instagram page, geared more towards pictures and video*

* Trends with catch taglines and slogans are focused more with this outlet with a hashtag or a

pound sign

* Example - #TBT (Throw Back Thursday)

Alpha Chi Rho hashtags will include

#BeMenMondays **Concept:** Brothers fulfilling duties that show their Chapter values through pictures to be posted

#PhilanthropyFridays **Concept:** Brothers that are raising money for their Chapter’s philanthropies

#ServiceSaturdays **Concept:** Brothers that are working service events to show that they are giving back to their community

* This gives the Chapter its own personal recognition both to the individuals within the Chapter and on a national scale
* Syncs ­­🡪National FB Fan page and National Twitter account

**Twitter***National Twitter page for fast updates and Chapter recognition*

* Already have a strong follow base for over one thousand followers
* Following back to see the updates the undergraduate and graduate Chapters activities consist of
* Re-tweets and favorite other Chapters or other organizations content
* Twitter analytics will show who we should follow, what our followers are tweeting about and the important content we should be tweeting
* Discussion topics to tweet for our followers (Politics, Economy, World news)
* Average posting of 4 times a week
* Syncs 🡪 National Instagram page

**Overall Content**

* Twenty percent National HQ material

(Conclave, Convention, recognition awards)

* Eighty percent undergraduate Chapters and graduate material

(Service, philanthropy, brotherhood, recruitment events)

* All outlets will be monitored through the national office staff members

(John, Scott and Ryan)