



# SUCCESSFUL RECRUITMENT

As Recruitment Chairmen, your committee should consist of brothers with primary tasks. One of those tasks need to be communications and marketing. Below are some tips to help promote recruitment through three different platforms.

## SOCIAL MEDIA

- Potential members are looking for your officers and the leadership of your organization is. Try to feature them around the recruitment period.
- Promote events no less than 1-2 days before and the day of the event.
- Make sure your calendar is always accessible, whether pinned at the top of the page or as a link on the website.
- Use all three platforms: Facebook, Instagram and Twitter. Each platform is for a different market, and you never know which a potential member will be looking at.
- Have a referral link for someone to submit a referral or refer themselves to learn more.

## PHYSICAL ADVERTISEMENTS

- Everyone loves buttons. They are great tools to get your name spread across campus quickly.
- Flyers with contact info:
  - Calendars
  - Brochures
  - Fact sheets
- Utilize campus bulletin boards and on campus promotional tools. They are often under utilized tools, but are a place where undergraduates look if they want to get involved!

## WEBSITE

- If you're going to make one, make it good. If a potential member sees an unfinished website, or one that is not up to date, they will assume the rest of your operations are just as unorganized.
- Use it to promote graduate or philanthropy events and to show how someone could get involved, donate or RSVP.
- Have a referral link and links to your social media.
- Be sure your recruitment calendar is easily accessible.
- Have a list of officers and descriptions so someone can contact the correct brother.
- Keep it simple!

If you have any questions on communications in recruitment, contact the Director of Growth at [phigam@phigam.org](mailto:phigam@phigam.org).