

PNM Social Media Guide!

Introduction

- Hi everyone! My name is Angela and I am Panhellenic's VP Membership for this recruitment season! With recruitment coming up soon, I want to reach out to y'all a little early and discuss messages you may be getting from members of our community! These messages can consist of inviting you to join recruitment, offering guidance throughout this process, and helping you answer any questions you may have! All of our members are so excited to meet you!

With that said, we also want to make sure you are comfortable with these messages and ask that if anything makes you feel uncomfortable or puts you off, we ask that you immediately tell us! Our members have received information on how to message you all and the best ways to do so!

According to higher council policies, there are certain things members are not allowed to say to PNMs and we ask that if you do receive a message like those below or anything that may make you feel uncomfortable, please let me or Panhellenic president Jenny, know ASAP! Like I've mentioned above, here are some things that our members are not allowed to say:

- A "rush" style mentality
- #envytheivy
- Encouraging PNMs to only consider their chapters
- Target specific demographics of PNMs
- Reaching out to PNMs based on appearance
- Talking down on other chapters, whether to lift their chapter up or not
- Answering questions chapters don't have all the details to
- Only promoting your chapter as the the option for joining
- Talking down on other members of the community or talking down anyone for any reason

For reference, here are things members are encouraged to mention when reaching out to you!

- Highlight cross chapter friendships
- Panhellenic Unity driven

- Promote their chapters values while encouraging PNMs to join Panhellenic
 - Ex. philanthropy events, socials, unique attributes
- Telling individual members stories to encourage PNMs to sign up for recruitment
- Help clarify the importance of sisterhood
- Promote how we support and celebrate our members
- Be honest about time commitments and financial obligations
- Answer clarifying questions about the sorority recruitment process
 - Forward detail questions to Panhellenic Instagram or to email Angela/Jenny

Contact us if you have any questions!

- Angela (VP Membership)
 - vpofmembership@gmail.com
- Jenny (President)
 - ucsdphcpresident@gmail.com