

THE OFFICIAL GUIDE FOR YOUR GROUP AND SOCIAL MEDIA



TAU KAPPA EPSILON
— Better Men for a Better World —

FACEBOOK

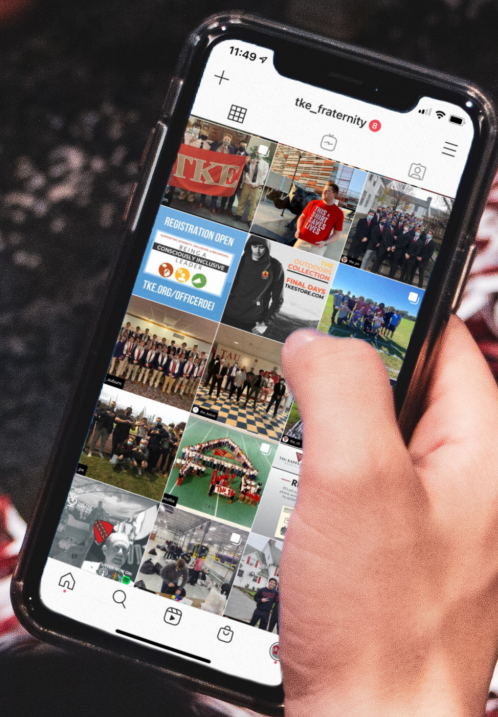
UNDERSTAND WHY FACEBOOK COVERS THE MOST BASES
FOR MOST AUDIENCES

TWITTER

A SHORT-HANDED MEDIA FOR QUICK AND
CONVERSATIONAL UPDATES

INSTAGRAM

THE BEST VISUAL REPRESENTATION FOR YOUR "BRAND" AS
A GROUP



Introduction

Social media is a powerful tool that can positively influence conversation and bring about change in opinion. However, it can also bring about negative, unwanted attention that reinforces and perpetuates the negative stereotypes many individuals unassociated with the Greek community commonly hold.

This guide will serve as an opportunity for you to further your chapter, colony or alumni association's reach in a positive manner on three of the most common social media platforms for building your brand:

01 Facebook

02 Twitter

03 Instagram

While there are extensive reports, guides, tips and how-to's on each platform, this packet will highlight best practices for group pages of Tau Kappa Epsilon. Before you feel like you need to jump in to any particular platform and play catch-up: stop, breathe and reboot. We'll get you started on the right foot.



Determine Your Purpose

If you're considering starting a new chapter or alumni association social media account, it's important to understand exactly what you're undertaking. Keeping relevant media is a more time consuming task than most realize. It's better to have a long-term plan in place for the type of content, sources of this content and maintenance of the profiles. Otherwise, you're just going to fall flat when your account goes silent or your brand isn't on point.

Work with your executive board and/or alumni association to determine the purpose of building an account.

Consider the following reasons for why you might want to start an account:

- 01** Further the reach of your group's work in the community
- 02** Better engage local and distant alumni
- 03** Promote alumni gatherings and chapter events
- 04** Increase brand awareness for recruitment efforts

As soon as you have an established purpose for why you are creating an account, there are a couple more questions you need to consider before moving forward:

- 01** Which platforms will help you accomplish your goals?
- 02** Who will run the accounts?
- 03** What content and tools do you need for daily success?
- 04** How will you develop your brand and incorporate the Fraternity's?

A brief, internal Q&A addressing the topics above—and many not listed here—will help you down the road. If you have already started an account, take a step back to review these questions and consider how you can pivot your account to improve your current work.

Social Media Sandbox

A strong majority of the Fraternity's members have access to some form of social media, and most collegiates and young alumni grew up with it. With rising integration into careers and every day use, we're left with a sandbox of social media professionals. As members have a personal account on a growing number of platforms, everyone has an opinion when it comes to managing an account.



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

- 01** Chapter President (Prytanis)
- 02** Chapter Vice President (Epiprytanis)
- 03** Chapter Historian (Histor)
- 04** Social Media Chair (If Applicable)
- 05** Chapter Advisor

Ultimately, the choice to have more or less individuals with access is up to each group's discretion. Too many admins could result in a lack of personal accountability, while not enough could lead to gaps in publishing or lost account information.

Facebook 1.0



Across all demographics, Facebook continues to be widely used. This platform is the best to engage with an audience of all ages with events, updates and photos. Before you worry about posting, review each step to ensure your page has the basics in place.

01 PAGE V. PROFILE

Personal profiles are for non-commercial use and represent individual people. Pages, on the other hand, allow you to utilize unique tools that help you engage your audience like post promotion, analytics, multiple admins, events, searchability and more.

02 A RECOGNIZABLE NAME (50 CHARACTERS MAX)

Search Tau Kappa Epsilon on Facebook and you'll find a flurry of pages with various abbreviations, acronyms and Greek letter designations. To improve the searchability of pages, we recommend you name your page in the following manner. Review a list of examples below:

- **Tau Kappa Epsilon - [University/College]**
 - Tau Kappa Epsilon - University of Southern California
 - Tau Kappa Epsilon - Iowa State University
 - Tau Kappa Epsilon - Drexel University

You'll notice none of these examples include a chapter designation. The reason is simple: it does nothing to help your searchability. When friends, family and potential new members look for the local TKE chapter on campus they aren't looking for the Omega-Omega chapter. Keep people outside the chapter in mind and stay away from chapter designations, abbreviations and acronyms.

To change your page's current name on Mobile:

- 01 Go to the main page of your profile
- 02 Click the **Gear Icon** for settings in the upper-right area of the screen
- 03 Select the **Page Info** setting
- 04 Enter a new name and click Save Change

Facebook 1.1



03 PROFILE PICTURE

The Offices of the Grand Chapter hosts a custom houseplate picture for every active chapter and alumni association. Every image is 1100 x 1100 pixels and perfectly fits Facebook's profile picture holder. While the actual holder image is only 160 x 160 pixels, the larger image will fully appear when clicked on.

Download TKE social media icons for free at TKE.org/Rush. Contact the Offices of the Grand Chapter at TKEOGC@TKE.org with questions/requests.



Alpha
Illinois Wesleyan University



Better Men
for a Better World



Beta-Chi
Alumni Association

04 ABOUT YOURSELF

Be wary of lengthy intros and exhaustive details. Instead, get the main points down: when your chapter was founded, where you are located and how people can get in touch, which is extremely helpful for recruitment and alumni looking to get involved.

Alumni will be looking to interact with your page, so be sure to enable wall posts so you can receive photos and inquiries. This will come in handy for building a community around your page.

Facebook 1.2



05 THE COVER STORY

Finding a good cover image/video for a Facebook page is essential. Be mindful that you need to find an image that looks good across all screens. The recommended desktop size for a cover image is 820x462 pixels and should be less than 100KB.

To make this process as easy as possible, we recommend downloading a **cropped and scaled image** at [TKE.org/Rush](https://www.tke.org/rush). Upload the photo and scale it accordingly. Facebook will take care of the rest and you won't need to worry about compression issues.

Another option for cover photos is utilizing chapter specific events and group photos. Perhaps that awesome event for St. Jude? Or maybe that community service project? Show your chapter or Alumni Association making waves in the community and on campus. Cover photos are also an opportunity to promote an upcoming event. Whenever visitors see your page, they'll be made aware or reminded of any activities or events you have planned--like that t-shirt order you're trying to put together.



Facebook 1.3



Don't forget why you set up your account in the first place. To fulfill your mission of re-engaging with alumni or improving your local brand, you'll need to acquire followers. To get followers, you need to have posts that people want to see.

06 PHOTOS / STORIES / EVENTS

Having poor photos is more damaging and deterring than you may think. Images set opinions and evoke feelings far quicker than any writing can hope to accomplish. Now, a photo with a quick, one-punch line? That's a winning combination.



*Tekes at Oregon State put their own spin on the classics.
#IAMTKE*



*For the crest on the front, not the name on the back.
#IAMTKE*



*Three Words.
One Fraternity.
#IAMTKE*

Every moment on campus is an opportunity for a photo: a flag on campus during Bid Day; new uniforms for intramurals; creative moments after class. While there are plenty of moments you can capture, the more important aspect to keep in mind is what you should share.

The importance of high quality, aesthetically appealing photos cannot be emphasized enough. Most smartphone cameras are more than enough to take great photos, and most platforms offer editing native on the app. Not every photo you take is a winner, though. The negative effects of posting a blurry, unappealing photo far outweigh the decision to simply not share it.

When in doubt, ask yourself if that photo is something you'd want to see on your feed and are comfortable with on your family's feed. Be honest.

Facebook 1.4



06 PHOTOS / STORIES / EVENTS

Facebook and many others have implemented stories and news to diversify feeds and produce fresh material for their audience. Utilize this as another way to engage your audience.

Reach out to student newspapers and local news stations to request a write-up on your upcoming community service and philanthropy projects or campus initiatives. Student journalism majors are always looking for stories and this is your opportunity to have a professionally written piece to share on your page.



Newsworthy stories are more than upcoming events and recaps. Take the opportunity to introduce a member in the chapter, highlight their work or highlight the work of Tekes from around the world.

NOTE: If you post a story, upload a single photo that is 484 x 253 pixels (roughly 16 x 9 dimension). Change the bold text below the photo and the regular text below that. This adds a professional, complete look and lets your audience see a title versus a description. You can opt to keep the URL in the main body text, as the image is automatically hyperlinked.

Facebook 1.5



06 PHOTOS / STORIES / EVENTS

Now that you have a properly functioning page that includes a searchable name, contact information, profile and cover photos, and quality content, utilize the events feature to share alumni gatherings, recruitment events and philanthropy and community service projects. Follow the same rules as above to fulfill the necessary criteria for event pages.



07 POSTING FREQUENCY

There's still quite a bit of debate between professionals about posting frequency. Pages like GQ, The Atlantic and The Daily Show post at least 10 times per day. Conversely, pages like Nike and Starbucks only post several times each month. Our recommendation: base your posting frequency on your available content. If you don't have something worthwhile to post, then don't post. If you have great content, share away. Either way, be consistent.

08 INTRODUCING SCHEDULE POST

Managing a Facebook page is not something that should take away more time than necessary. Take an afternoon to go through your archives. Scan some photos and schedule your #TBTs through the semester. As you receive photos and news stories, work with your team to publish when possible. A collaborative effort will keep you relaxed and content fresh.

Twitter 2.0



Twitter is a quick, get-to-the-point platform. You have 280 characters to get the attention of your reader, which has grown a witty platform culture. To grow your follower base and make each tweet count, we'll show you the steps to make the most out of your chapter account.

01 TWITTER TERMINOLOGY

Tweet:

A message in 280 characters or less. It can include plain text, video clips, GIFs and/or URLs.

Retweet (RT):

A Tweet that you forward to your followers. Often used to pass along news or other valuable discoveries. Retweets always retain original attribution.

Quote Retweet:

The retweet of a message while adding your own message above in a new box area.

Favorite:

Favoriting a Tweet indicates that you like the specific Tweet. You can find all of your favorite Tweets by clicking on the favorites link on your profile page.

Feed:

The equivalent to Facebook's news feed; a stream of Tweets from accounts you follow.

Handle / @Username:

Account @usernames, which differs from real name. For example, Tau Kappa Epsilon's handle is @TKE_Fraternity.

Real Name:

The actual name of your account on display when your page is visited. It allows spaces and is displayed in bold over the @username.

Mention (@):

A reference to another user/account within a Tweet (e.g. @TKE_Fraternity).

Direct Message (DM):

Private messages sent from one user to other users. You can DM for one-on-one private conversations, or between groups of users.

Follower Count:

The number of accounts that follow your account. Each Tweet you post will appear on their timelines.

Hashtag (#):

Any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.

Pinned Tweet:

Tweet posted to appear as your most recent message when users visit your account page.

Reply:

A response to another user's Tweet that begins with the @username of the person you're replying to. Note: Without any characters prior to the @username, the message will only be seen by the recipient and on your list of tweets. It will not appear on the feeds of your followers. To make the Tweet appear for all followers, begin the Tweet with a character, or a period symbol.

Twitter has a great [online glossary](#) that further describes each term and a number of helpful terms, tips and tricks. The more you use Twitter, the more you'll learn. Overall, the platform is very conversational and not keen to formal, longwinded interactions. As the app continues to develop, be sure to utilize things offered to add flair to your posts, such as emojis and GIFs.

Twitter 2.1



02 @USERNAME V. REAL NAME

Time and time again, the Offices of the Grand Chapter receives requests from potential new members, student organizations and alumni asking for the username of chapters so they can follow their work. To simplify the searchability of accounts, we recommend following the standard as described below. Examples of accounts can be found on the following page.

@Username (15 character max):

Each username should follow the standard: @TKE_(College/University Official Twitter Name). For example, USC could refer to the University of Southern California or the University of South Carolina. Same with IU, UI, UW, WSU, UA and just about any other combination of letters. To mitigate the confusion, find your school's official username (example: Southern Cal is @USC while South Carolina is @UofSC) and use that abbreviation.

Real Name (20 character max):

Same as the case with Facebook, Greek letter designations have no place in the real name or @username of chapter accounts. Instead, continue with the trend of TKE_(College/University). Instead of using an abbreviation, use the full 50 characters to spell out your school name and eliminate confusion.

Review a list of examples below (picture example on following page):

- @TKE_[College/University Abbr.] // **TKE_College/University**
- @TKE_UWF // **TKE_West Florida**
- @TKE_SUNY_Albany // **TKE_SUNY Albany**
- @TKE_Millikin // **TKE_Millikin**

To change your page's current name on mobile:

- 01 On your Twitter homepage, select your profile image to open the menu.
- 02 From the menu, select **Settings and privacy**
- 03 Select **Account**
- 04 Select **Username**, enter a new name, and select **Done**

Twitter 2.2



03 ACCOUNT BASICS

A proper @username and real name will help people find you easier, but a proper profile picture, header image and bio will give your account a polished look. From a strong bio to a cover photo and profile picture, make sure you have each aspect up to date.

PROFILE PIC (400 X 400 PIXELS):
Download an official TKE image at TKE.org/Rush

REAL NAME (20 CHARACTERS):
Refer to page 13

@USERNAME (15 CHARACTERS):
Refer to page 13

@BIO (160 CHARACTERS):
Examples below

COVER PHOTO (1500 X 500 PIXELS):
Include an image that highlights the Fraternity. Download a cropped and scaled photo from TKE.org/Rush.

URL:
If you have a chapter site, include the URL to drive traffic. If not, use TKE.org.

The screenshot shows the Twitter profile for 'TKE at BGSU' (@tke_bgsu). The profile includes a header photo of a group of men in TKE shirts, a profile picture of the TKE logo, and a bio that reads: 'Better men for a better world since 1899. Zeta Lambda chapter at Bowling Green State University #IAMTKE'. It also lists the location as Bowling Green, OH, the website as bgsutke.com, and the join date as October 2013. The profile shows 565 following and 1,268 followers. A tweet from 11/15/20 congratulating a newly elected sweetheart is visible.

Bio Blast:

Here's an opportunity to incorporate your Greek-letter designation. While it's still not required, this is an appropriate and smart place to display it on your media. Check out a couple examples that you can use:

- *The [Chapter] of Tau Kappa Epsilon at [School]. #IAMTKE*
- *Building Better Men for a Better World at [School] since [Year]. #IAMTKE*
- *Love, Charity & Esteem. Tau Kappa Epsilon [Chapter]. #IAMTKE*

Be creative - incorporate your founding date, contact email address and/or school hashtag.

Twitter 2.3



Simply jumping in to Twitter can be an overwhelming experience. News is happening on an up-to-the-second basis and thousands of Tweets rattle off of fingertips instantaneously. How do you fit in? How can you stand out? There's no for-sure formula, but here are some best practices.

04 ENTERING THE FRAY

A Tweet consists of 280 characters, but that doesn't mean it's confined to plain text. You'll notice that a significant amount of replies, retweets and favorites include some sort of imagery, whether it be still photos, videos or GIFs. Make the most out of each character by adding media when possible, but don't spoil a good Tweet with an unappealing photo.



Example of sharing a photo with a short explanation of the event/celebration. Notice the use of multiple photos and hashtags.



Example of a story highlighting an individual associated with the Fraternity. Notice the two photos and their great quality.



Example of sharing positive news/work of other chapters or organizations. Notice the use of a GIF and emojis to affect the mood.

Tau Kappa Epsilon has one official Twitter account to keep you in the know: @TKE_Fraternity. We often share news and regrams for TKE Nation. Our media can always be reshared for content on your own page, as well, be sure to tag us in any posts to get our attention for a retweet!

Twitter 2.4



05 FOLLOWING & FOLLOWERS

Now that you know how to post, it's time to get some followers. Start by following @TKE_Fraternity. This will allow you to see, share and interact as we post events, offers and notices. Next, follow chapter members, sweethearts, university accounts and your local IFC/Greek Life page. They'll be much more inclined to retweet you when you're following them.



06 MAINTAINING PROFESSIONALISM

Managing a social media account is no easy business. Mistakes by content creators are becoming more frequent as a result of the demand to create instantaneous, interesting content to earn more followers. Understand that you are Tweeting for and representing your group and the Fraternity.

07 INTRODUCING SCHEDULE POST

There are a range of Twitter management tools, such as Tweetdeck and Sprout Social, that will help you stay on top of all the activity your account receives. Utilize these tools. It makes all the difference.

Instagram 3.0



By the numbers, Instagram has without a doubt experienced exponential growth since its launch in 2010. Instagram caters to younger audiences more often than not. Still, the odds that someone is connected with an Instagram account is likely. For its own reasons, Instagram has set itself apart from Facebook and Twitter in the social media realm.

Due to its unique platform and functionality, we've our groups find great success, and fall into condemning mistakes. Your group has a lot to benefit from a great Instagram account, but it may be the trickiest to maintain.

01 THE RIGHT NAME

Similar to Twitter, accounts on Instagram have both a username and real name. Each field has a limit of 30 characters, which allows plenty of flexibility in creating a profile that touches on the two most important fields: TKE and your school. We recommend the following style for naming accounts:

- @Username // **Real Name**
- TKE_Bucknell // **TKE Bucknell University**
- TKE_Franklin // **TKE Franklin College**
- TKE_GeorgiaTech // **TKE Georgia Tech**

To change your account's current name on mobile:

- 01 Open Instagram and go to your profile
- 02 Select the **Edit Profile** button located below the bio area
- 03 Change your **Name** and **Username**
- 04 Select **Done** to save changes made

Instagram 3.1

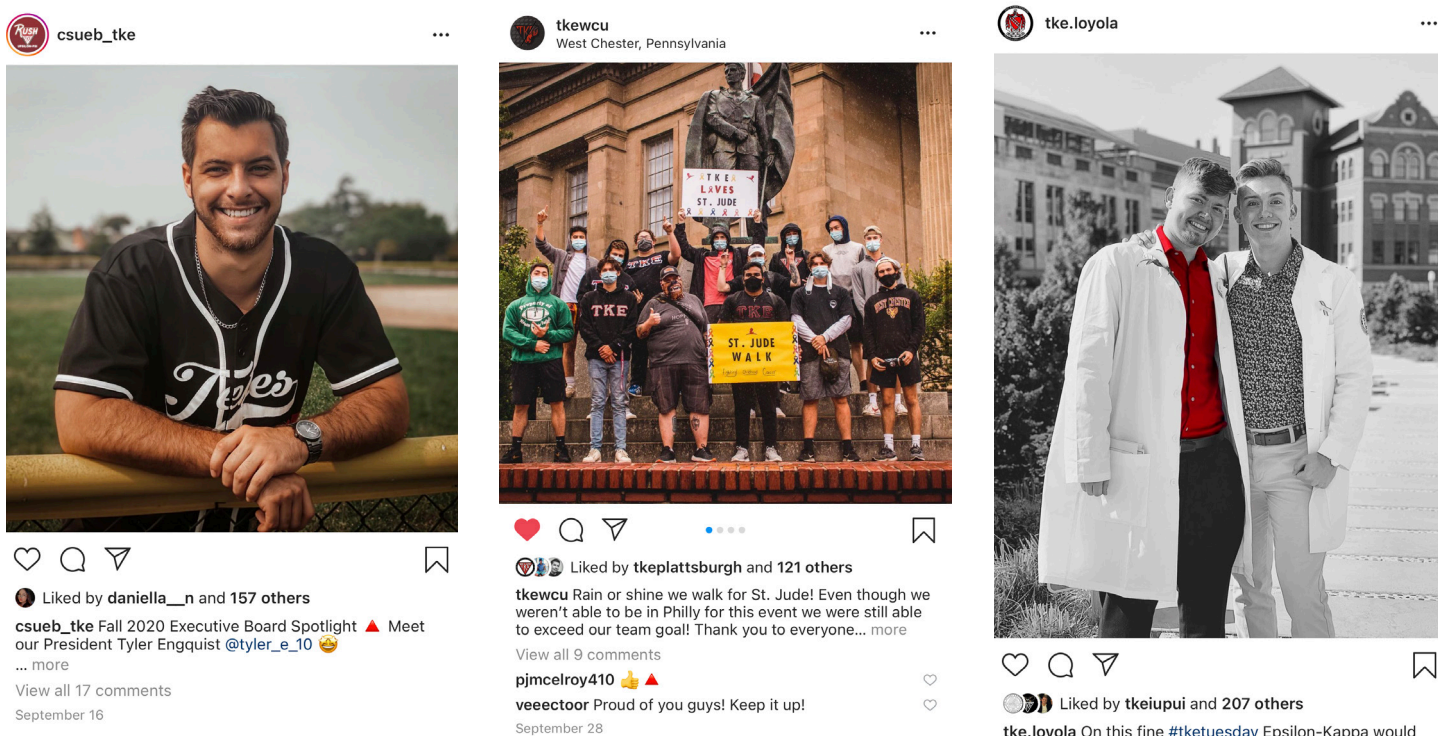


02 AESTHETICALLY APPEALING CONTENT

The never ending question that our groups run into is: what are you supposed to post? Simply answered, visually compelling content.

That doesn't mean you need to go buy new equipment. Today's smartphones are powerful cameras, and Instagram has it's own photo editing program so all you need is to do is download the Instagram app and you're good to go.

As for posts, check out a few examples from throughout TKE Nation:



Members: Your strongest asset is your members, so take a moment to feature them. Whether featuring for a TKE Tuesday or a #IAMTKE post, keep it visually appealing. It's not just about the member, it's also about the photo.

Group Photos: Group photos are tough to place. Here's a tip: make sure the photo is taken horizontally, then use Instagram's new 'fit' feature to remove white space. Once again, it's about the photo. Bright colors bring it to life.

Campus Events: There's always an event on campus. Get involved, take a photo and share it with the world.

Instagram 3.2



Unless you flood each photo with user tags and each caption with hashtags, likes are going to be tough to come by. To get likes, you need followers, and to get followers, you need great photos. Here's how you can make it happen.

01 POST FREQUENCY

Post new content when you can, but absolutely no more than 2-3 times a day. Typically, one post per day is all you need.

02 @MENTIONS & #HASHTAGS

Our communications team scours TKE hashtags on Twitter and Instagram to find content to share with TKE Nation. Help us out by tagging @TKE_Fraternity and using the hashtags #IAMTKE and #TKERegram.

03 LOCATION

Posts with location included receive a 79 percent increase in engagements. With numbers like that, it's something you can't miss out on.

04 REPOSTING

With proper credit and tagging, reposting is a great way to share content and get noticed by others. We receive a lot of tags with the TKE accounts, so try searching and regramming to connect with others posting in TKE Nation.



05 SHARING

This is important: Facebook owns Instagram; literally, not figuratively. Which means when you share from Instagram to Facebook, the post still looks good. The same does not work from Instagram to Twitter. The photo doesn't always show up on your Twitter feed. Instead, it's a URL to go to Instagram. Take the time to share the photo on Twitter. The extra effort is noticeable.

06 FILTERS

Filters are a tricky line. They can make the difference between making your photo pop and your channel appearing unappealing and over edited. However, keep in mind that having consistent editing between photos on your feed brings your entire profile together. In most cases though, good lighting and positioning on a good camera is enough.



TAU KAPPA EPSILON

— Better Men for a Better World —

Established January 10, 1899, Tau Kappa Epsilon is a men's social fraternity founded on the honest convictions of Love, Charity and Esteem.

For more information,
please visit TKE.org

