



A Chapter & Colony Guide to Social Media:

Intro to Facebook, Twitter & Instagram



TAU KAPPA EPSILON
— Better Men for a Better World —

Introduction

Often misconstrued as a time-killer, 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 to you to further your chapter, colony or alumni association's reach in a positive manner on three of the most popular social media platforms at the time of this writing¹:

- 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.

¹ Pew Research Center: Mobile Messaging and Social Media 2015. August 19, 2015



Determine Your Purpose

If you're considering starting a chapter or alumni association social media account just because that's what everyone is doing, then stop while you're ahead. Knee jerk reactions to join the billions of people on Facebook, Twitter and Instagram might make you sound cool in the weekly chapter meeting, but it's better to have a long-term plan in place. Otherwise, you're just going to look like a fool when your account goes silent or content 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 actually 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 incorporate the Fraternity's brand with your own?

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

From freshmen to fifth-year seniors, a strong majority of the Fraternity's collegiate members were introduced to various social media platforms as early as elementary school. Fast-forward several years, include the rise of personal branding, and you're left with a sandbox of social media professionals. Everyone has Facebook with a majority also operating on Twitter and Instagram. As a result, everyone is a pro when it comes to managing one. Don't fight it.



Strongly consider who should have access to each of your social media accounts. Whether you're on Facebook, Twitter or Instagram, we recommend the following individuals have access to each account:

- 01** Chapter President (Prytanis)
- 02** Chapter Vice President (Epiptytanis)
- 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 the juggernaut of social media. This platform is the best to engage with an audience of all ages. 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 THE PERFECT 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. Do yourself a favor and stay away from chapter designations, abbreviations and acronyms.

To change your page's current name:

- 01 Click About below your page's cover photo
- 02 Click Page Info in the left column
- 03 Hover over the Name section and click Edit
- 04 Enter a new name and click Save Change

Facebook 1.1



03 PROFILE PICTURE

The Offices of the Grand Chapter unveiled a custom profile picture for every active chapter and alumni association in 2014. 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 your official social media icon for free at tke.org/logos. 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

No need for lengthy intros or exhausted details. 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 those 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 that upcoming #ThrowbackThursday.

Facebook 1.2



05 THE COVER STORY

Finding a good cover image for a Facebook page is tricky business. For starters, you need to find an image that looks good on laptop, tablet and mobile browsers. The recommended size for a cover image is 851 x 315 pixels and should be less than 100KB. That's confusing.

To make this process as easy as possible, we recommend downloading a **cropped and scaled image at tke.org/rush**. Upload the photo and move 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

It's not a coincidence Instagram usage has doubled since 2012 while Facebook and Twitter's growth has stagnated. Images 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. The three photos above were taken on smartphones and are absent of any photo editing that isn't complimentary on Facebook, Twitter or Instagram. 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 has been on the offensive in implementing news as a way to diversity feeds and produce fresh material for their audience. What does this mean for you? Another medium to share your work.

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.

Tau Kappa Epsilon Fraternity

At the beginning of the event, we set a team goal of \$50,000. That goal was quickly eclipsed and continued to grow to over \$76,000 through nearly 1,300 donations.




St. Jude Walk/Run Recap

On Saturday, September 26, the second and final series of the September St. Jude Walk/Run to End Childhood Cancer took place in 47 communities across the nation.

TKE.ORG

Tau Kappa Epsilon Fraternity

Contact Rees for questions regarding recruitment, philanthropy, chapter organization and proper form for jumping on The Ohio State University bandwagon when you're ready. #IAMTKE



Staff of TKE - Rees Linville

Every two weeks we will highlight a new individual on TKE's Professional Staff. Each post will include two photos and a candid conversation. Enjoy!

TKE.ORG

Newsworthy stories are more than upcoming events and recaps. Take the opportunity to introduce a member in the chapter and highlight their work. Check out the bi-monthly Staff of TKE series for ideas.

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 classy look and separates the pros from the amateurs. No need to keep the URL in the main body text. The image is clickable and will take readers to the specific page.

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 that skips long lines for acquiring information. You have 140 characters to get the attention of your reader. Not a lot of time, right? 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 140 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. Example on page #.

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 for more advanced users. The more you use Twitter, the more you'll learn. Don't worry about making mistakes; with millions of Tweets being sent every second, not many people will care when you break the unwritten rule of overdoing it with #Hashtags. #OnSecondThoughtTheyWillNoticeAndTheyWillUnfollowYou.

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 20 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:

- 01 Log in to Twitter.com and visit your account settings on the top-right corner
- 02 On your account settings page, change the username listed in the field
- 03 If the username is taken, you'll be prompted to choose another one
- 04 Click save changes at the bottom of the page

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 your official TKE image at tke.org/logos

REAL NAME (20 CHARACTERS):
Refer to page 13

@USERNAME (15 CHARACTERS):
Refer to page 13

@BIO (160 CHARACTERS):
Examples below

COVER PHOTO (1500 X 1500 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.

Bio Blast:

Finally, an opportunity to incorporate your Greek-letter designation. While it's still not required, this is a chance to include it in your account. 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*

Creative and 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? We're glad you ask.

04 ENTERING THE FRAY

A Tweet consists of 140 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.



Example of a story highlighting an individual associated with the Fraternity.



Example of sharing positive work of other chapters and organizations.

Tau Kappa Epsilon has three official accounts to keep you in the know: @TKE_Coastal; @TKE_Central; and @TKE_Fraternity. Each account mixes in appealing visuals to improve the message of each Tweet. From a photo to a link to a quote retweet, we'll keep sharing your positive work with the world.

Twitter 2.4



05 FOLLOWING & FOLLOWERS

Now that you know how to post, it's time to get some followers. Start by following a couple essential accounts: @TKE_Fraternity, @TKE_Coastal and @TKE_Central. 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. Gaffes by social media managers are becoming a more frequent and that's a result of the demand to create instantaneous, edgy content to earn more followers. Understand that you are Tweeting for the Fraternity. With power comes responsibility.

07 INTRODUCING SCHEDULE POST

There are a range of Twitter management tools, such as Tweetdeck and Hootsuite, 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



Here we go. This is what everyone has been waiting for: Instagram. It's the coolest thing on the market. By the numbers, Instagram has without a doubt experienced the most growth over the past three years. Today, 55 percent of individuals between the age of 18-29 have an account, while only 15 percent of individuals over the age of 50 hold one.¹ While Facebook and Twitter growth has stagnated, Instagram is making its presence known in the social media realm.

However, due to it's unique platform and recent emergence, we've seen the good, the bad, and the downright ugly. If your chapter believes it needs an Instagram account, at least follow our lead.

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**

As is the case with Facebook and Twitter, Greek-letter designations are still omitted in from searchable fields. You will have a chance to include that information in the bio, which you can review on page 14.

To change your account's current name:

- 01 Open Instagram on your phone
- 02 Select Edit Profile
- 03 Make the appropriate adjustments
- 04 Hit Done on the top-right hand corner

¹ Pew Research Center: Mobile Messaging and Social Media 2015. August 19, 2015

Instagram 3.1

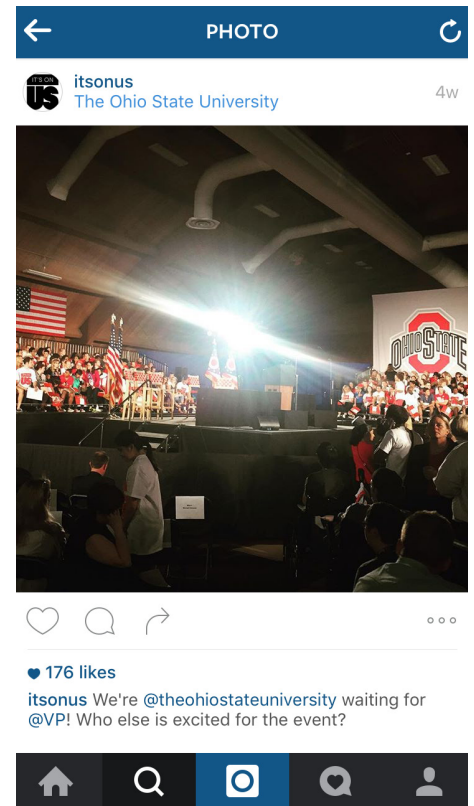


02 AESTHETICALLY APPEALING CONTENT

While everyone is quickly hopping on the Instagram train, there is one question that seems to have gone unanswered: 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 of our favorite accounts to follow:



Members: We've seen quite a few individual member shoutouts lately. There's nothing wrong with that, but 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

Every day our communications specialist scours #IAMTKE on Twitter and Instagram to find content worth sharing with TKE Nation. Help us out by tagging us in your photos and using the Fraternity hashtag: #IAMTKE.

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

We receive a lot of questions about why the @TKE_Fraternity account doesn't regram. The answer: It takes away the artistic intention of the original photo. Instead, we tag accounts. You, however, can do either one.



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 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

You're probably curious why we're saving perhaps the most important aspect of Instagram for last. Well, when it comes to our favorite app, less is more. That includes filters. Don't worry about them. In fact, stay away. Statistically, #nofilter and Inkwell earn the highest amount of likes. Don't fret over all the editing adjustments. Just find a great photo and roll with it.



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

