#36, Public Relations Chair Quick Guide

Foundations of Excellence for ALL Chairs and Officers:

- Hold a transition meeting with previous position holder
- Set SMART Goals for the semester
- Clarify budget with #4
- Have weekly meetings with stakeholders
- Come prepared to Alpha meetings to report
- Communicate appropriately. Older alumni volunteers prefer calls or email. Younger alumni may be fine texting.
- Meet with your Alpha Success Advisor

Best Practices by #36, Public Relations Chair

A PNM Sign-Up Form Linked in the Instagram Bio:

Having an easily accessible recruitment form in the bio ensures that Potential New Members can connect with the Alpha at any time, even outside formal rush events.

- Increases visibility
- Creates a steady flow of interest
- Allows the Alpha to gather contact information in an organized way

Collaboration With Alumni Relations on a Regular Newsletter:

By working closely with Alumni Relations Chair, the Social Media Chair helps strengthen communication between the active Alpha and alumni.

Coordinated content:

- Event recaps
- Philanthropy totals
- Lodge updates
- Member highlights

This ensures that messaging remains consistent and professional across all platforms.

Monthly Instagram Updates That Maintain Long-Term Engagement:

Posting on a monthly schedule keeps the Alpha's online presence active without overwhelming followers. Regular updates help showcase the Alpha's progress, highlight achievements, and reinforce a strong sense of identity, both for current members and external audiences.

Highlighting Events, Philanthropy, and Lodge Improvements:

By consistently sharing coverage of Alpha events, service projects, and upgrades to the lodge, the Social Media Chair demonstrates the Alpha's involvement, character, and growth. This content resonates with PNMs, keeps alumni informed, and gives brothers a sense of pride in their Alpha's ongoing achievements.

Press and Reporters

Under no circumstances should you approach or talk to the press or a reporter about any fraternal topics.

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SMART Goals – Bring structure and accountability into your goals and objectives! Instead of vague resolutions, SMART goal setting creates verifiable trajectories towards a certain objective, with clear milestones and an estimation of the goal's attainability.

Write out one goal for your position using the SMART Goal framework and share it with your Alpha leaders.

SPECIFIC – What do you want to achieve? Be concrete and action-oriented.

MEASURABLE – How will you know when you have accomplished the goal?

ACHIEVABLE – The goal should require work but be reasonably attainable.

RELEVANT – Is this a worthwhile goal or is it the right time?

TIMELY – Set a time limit for accomplishing the goal.