



**#JOINSIGTAU**

 **SIG TAU**  
FRATERNITY

## IMPROVING YOUR CHAPTER'S DIGITAL PRESENCE

1. Make sure your chapter website and social media platforms are easily accessible (consider creating a chapter [Linktree](#) account), shareable, and updated monthly with new information.
2. Create opportunities with your [chapter officers](#) to plan social marketing and communication plans for chapter events and activities pertaining to recruitment, philanthropy, service, scholarships, and national programming at least a semester in advance.
3. Increase community engagement by interacting with other organizations on your campus via digital platforms. Something as simple as a follow, shout-out, or re-sharing of content helps lay the foundation for future collaboration.
4. Digital content studios are a great way to manage and create original content to aid in the chapter's marketing strategies. Free content creation and management platforms include but are not limited to: [Canva](#), [Easil](#), [Mojo](#), [Mailchimp](#).
5. Increase and maintain visibility by sharing a minimum of three social media posts per week. Also, don't be afraid to make use of the story feature present in many social media platforms today.
6. Humanize your membership by sharing personal content highlighting your Sig Tau Brothers such as member spotlights to celebrate individual accomplishments.
7. Content with a call-to-action leads more viewers to engage with it. Use links in your bio to encourage your followers to learn more about a certain topic and/or use story stickers (polls, questions, ratings, etc.) to engage with your followers in a short-form basis.
8. Engage other organizations on your campus in your chapter's events by tagging them in your posts.
9. Ask your brothers and the campus community to post photos relevant to their experience with the chapter with chapter specific hashtags and/or tagging the chapter's account.
10. After 90 days, review your chapter's engagement analytics. From there, work with your executive cabinet to adjust strategies as needed to align future efforts with the chapter's digital engagement goals.

If you or your chapter would like access to your chapter's specific Sigma Tau Gamma Branding Resources, contact us at [noblemen@sigtau.org](mailto:noblemen@sigtau.org).