

BUILDER



OF MEN

FARMHOUSE

FRATERNITY

SOCIAL MEDIA GUIDE

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ABOUT THIS GUIDE

This guide is intended to provide basic social media knowledge to FarmHouse chapter and association leaders so they may share their chapter's positive fraternity experience with the general public, alumni and potential new members. While social media can be fun and entertaining, it also is a powerful marketing tool that can impact FarmHouse's reputation locally and nationally. This guide is designed to increase the reach of FarmHouse, locally, regionally and nationally while also protecting our members and the image of the Fraternity.

Below are overall guidelines as well as specific tips for the most widely used channels among our members and alumni, including Facebook, Twitter, Instagram, YouTube and Snapchat.



SOCIAL MEDIA OVERVIEW

Social media should be used to educate, engage or entertain, but furthermore should position FarmHouse and the Greek community in a positive light.

Any social content or posts related to FarmHouse should achieve one of the goals below:

- Promote your chapter's community involvement
- Engage alumni
- Promote alumni and/or chapter events (within brand guidelines)
- Increase chapter awareness for recruitment efforts
- Promote the Fraternity as a whole and/or the Greek community
- Promote your university/college in a positive light

If your content does not meet any of the above criteria, do not share it. Remember your actions — both online and in real life — impact FarmHouse's reputation. Anything you post may be seen by:

- Potential members
- Current members
- FarmHouse advisors and alumni
- Members' parents and friends
- Local campus community (students and administrators)
- Local IFC/Panhellenic groups and community

Social media sites are public — anyone can view what you have posted, whether they see the original post, a screenshot or saved image.

In addition to one-off social posts, you need to think about the broader story you are telling whether it be through words, photos and/or videos. Ensure you:

- **Post regularly.** Do not just share the big moments, also share the everyday life. Do not go dark during the summer months or holidays.
- **Engage.** If someone comments on a post, reply to them or like their comment to show you are listening. Take it a step further by showing social support for your brothers in other chapters and other Greek chapters on your campus.
- **Keep it clean.** What values are on display by sharing this post? Does this post showcase our four-fold development? How will the public perceive this?

Additional dos and don'ts:

- Do refer to members by first name only.
- Do use the president's generic email address if promoting something with contact information.
- Do share photos that demonstrate brotherhood, leadership, scholarship and/or fellowship.
- Do share congratulatory news about graduating members, accomplished alumni or new members.
- Do not post photos that include alcoholic beverage containers, drug paraphernalia or weapons.
- Do not post any written references to alcohol, drugs, drinking, weapons, sexual misconduct or racial slurs.
- Do not post anything related to personal political or religious views.
- Do not post confidential Fraternity or chapter matters on social channels.
- Do not post dates or times of chapter meetings.
- Do not use foul language.
- Do not share personal member information. (Do not directly tag a member in a photo or reveal their first and last name.)
- Do not share chapter account log-in information with all members. Only share with the chapter president, chapter officers primarily responsible for social media (no more than two) and a chapter advisor.

PLATFORM-SPECIFIC GUIDELINES

Facebook

Chapter Page: Facebook Pages are for businesses, brands and organizations to share their stories and connect with people. Like profiles, you can customize Pages by publishing stories, hosting events, adding apps and more. Additionally, Pages allow you to schedule posts for the future and adjust the format of your post (photo post, website link post, video post, etc.).

If you have a chapter Facebook Page, please make sure it includes the following:

Name: FarmHouse Fraternity - [University/College]

- Please edit your chapter Page name to the format above. Please avoid abbreviations, chapter designations and acronyms.

Profile photo: Please use the image(s) provided in the brand guidelines.

Cover photo: Please use the image(s) provided in the brand guidelines.

Address: Please insert your local chapter's physical address.

Email: Please add your president's generic email address.

Page info: Please add your chapter's founding date as the start date.

- For your short description, please customize this blurb: This is the official page of the FarmHouse Fraternity at the [University/College].
 - Please use this statement as your long description: The object of our Fraternity is to promote good fellowship, to encourage studiousness, and to inspire its members in seeking the best in their chosen lines of study as well as in life. Progress shall mark our every step; and the spirit of congeniality shall reign at all times; and every member shall be honest with himself as with his brothers. Men elected to our membership are considered to be of good moral character, to be high in scholarship, to have the capacity for meeting and making friends, and to give promise of service to their fellow men and to the world. To be and become such may at times require a sacrifice of time, pleasures or comforts.

Please note: You cannot prohibit general consumers from discovering, liking and following your Page. People who like your Page and their friends can get updates in News Feed. Page information and posts are public and generally available to everyone on Facebook.

Tips for managing your chapter's Facebook page:

- Share a post a minimum of once a week during the school year and a minimum of once every two weeks during the summer and winter holidays.
- Speak in the first person with a personable “we” or “us.”
- Ninety (90) characters or less provides highest engagement.
- Include a visual as often as possible. Visuals such as photos or videos receive more engagement than text or hyperlinks alone.
- Every moment lends itself to a shareable visual — from members walking to class and joining each other for dinner to extracurricular activities and social events.
- Share links to relevant community and campus news.
- Leverage organic audience optimization, which allows you to edit the audience for your organic posts to reach more engaged users, e.g., campus members, alumni.

Twitter

Chapter Profile: Twitter profiles allow you to connect, share and consume news in real time with short, to-the-point messages. If your chapter has a Twitter account, please ensure the real name is set up to be: FarmHouse_College/University. Spell out the full school name as long as the character count permits. You can change your profile's name under account settings.

Please use a similar short description as provided on Facebook, listing your chapter name and university/college, e.g., Official account of FarmHouse Fraternity at the [university/college]. Also add your location and website to your Twitter bio.

Please note that like Facebook, your Twitter account and associated posts are public and anyone can see them, so follow FarmHouse brand guidelines and keep values in mind.

Do not know what to tweet? Start here:

- Follow @farmhouse1905 for content you can re-tweet or @reply to.
- Follow other Greek organizations on your campus, including your local Greek Life page, and re-tweet and reply to them as appropriate.
- Follow other local or campus organizations, sports teams and news outlets.
- Also make sure to follow chapter members and alumni members.

As mentioned, Twitter is great for real-time content so use it to communicate during special events for your chapter, campus and community — from sporting events to homecoming celebrations.

Tips for managing your chapter's Twitter page:

- Tweets under 90 characters perform best.
- Include images/videos whenever possible.
- Use hashtags to add value and connect with other relevant conversations.
 - Minimize hashtag use to one to two per tweet for optimal performance.
 - Recommended hashtags include:
 - #psmoes
 - #FHRLC
 - #FHGROWS
 - #FHConclave
 - #FHTBB
 - #FHInstitute
 - #FHJourney
 - #FHProud
- When sharing exciting news, tag @farmhouse1905 so they can re-tweet you and help spread the word.

Instagram

Chapter Profile: Instagram is the most popular social media channel among college students. As with Facebook and Twitter, please make sure your chapter account is named properly using the format provided: FarmHouse_University/College. If you already have an account, you can edit your name under settings.

Please note, like Facebook and Twitter, your Instagram account and associated posts are public and anyone can see them, so follow FarmHouse brand guidelines and portray the Fraternity's values accurately. Since Instagram is a visual sharing platform, we encourage you to only share visually appealing photos. Use filters to enhance your photos. Tip: If you are going to post a group photo, make sure it is horizontal.

As mentioned earlier, do not just share photos of special occasions. Share photos of everyday life at FarmHouse — from member activities to what is happening outside.

Tips for managing your chapter's Instagram page:

- Tag locations in photos to help others discover your chapter's profile.
- Use relevant hashtags to tag your content and increase discovery. On Instagram the more hashtags the better, as long as you are not spamming, and stick to tags that are relevant to your content. In addition to the hashtags listed above, some additional thoughts for this media are #Brotherhood and #FarmHouse.
- Post only as often as you have good visual content, but try to share something at least once a week or every two weeks. If you have a lot of content to share, do not exceed more than two posts a day.

- Follow @FarmhouseFraternity and re-gram any posts you like. Also tag @FarmHouseFraternity in posts you want the broader Fraternity to see.

YouTube

Please do not create a chapter account on YouTube. If you have a video, please submit it for review to the international office for consideration. If it aligns with our brand guidelines and values, it may be published to the international chapter's page.

Reminder: When submitting a video for consideration, please draft a description that explains the video.

Did you know: you also can use Facebook to publish and organize videos on your chapter profile?

Snapchat

Please do not create a chapter account on Snapchat. While individual members may and likely have accounts, we will not allow individual chapter accounts.

Chapter Snapchat Geofilters

If interested in creating a Snapchat geofilter specific to your chapter, please adhere to all Snapchat guidelines. The geofilter cannot include Fraternity logos or any other registered trademarks of the Fraternity. The geofilter must be reviewed and approved by your chapter advisor before submitting to Snapchat for approval. For more information visit: <https://www.snapchat.com/geofilters>.

Other Social Media Sites

While individual members may engage in conversations on sites including, but not limited to, Yik Yak and Whisper, individual accounts representing the chapter and/or Fraternity are not allowed as they are anonymous in nature and tend to be mean-spirited.

Guidelines for Members on Personal Social Channels

If a new or chapter member identifies himself as a member of FarmHouse Fraternity within the bio of his social media site(s), then all posts need to reflect FarmHouse in a positive light and demonstrate the Fraternity values. Please reference the Social Conduct 101 sheet for additional tips.

