

# Social Media. Honor Societies. Staying Connected.



**Contests** create contests that require thought and engagement

**Share Stories** share articles related to the organization such as higher education, scholarships and college life, and encourage conversation about it

**Track** pay attention to member activity around specific communication and topics

**Photo Albums** invite members to post photos · share photos in themed albums · use photos to humanize the organization and demonstrate member engagement on and off campus

**Create a Community** establish groups that connect members by chapter, geographical location, field of study, officer position, etc.

**Recognition** recognize members and chapters by acknowledging noteworthy accomplishments

**Respond** always follow-up to member questions, feedback, and negative comments · never delete a negative comment · create a social media “code of conduct” that includes how to respond to various types of communication

**Be Consistent** social media and e-mail campaigns should be related · use social media to reinforce e-mail campaigns and use email to direct people to social media sites

**Be Persistent** tweet and post often · stay current · use hashtags (#college)

**Appreciate** give thanks to those that have used social media to generate interest in your organization

