SOCIAL MEDIA BOOTCAMP "NEXT STEPS" CHECKLIST

Starting your Chapter's social media from scratch or giving it a major makeover? Start with these steps to ensure your account and content aligns with your goals!

- [ ] **Use the Chapter Social Media Review Checklist (page two) to evaluate your Chapter's social media**

- [ ] **Create a Photocircle and encourage Members to upload their photos from their time in the Chapter**

- [ ] **Create a graphic on Canva and post it to your Social Media**

- [ ] **Meet with your Executive Board and Members to brainstorm recurring content ideas**

- [ ] **Change your Instagram profile to a Business Profile**

- [ ] **Follow Campus Organizations you want to build relationships with**

- [ ] **Meet with your RA/IA and get a head start on planning your Recruitment social media plan**

CHAPTER SOCIAL MEDIA REVIEW CHECKLIST

CONSISTENT BRANDING ACROSS PLATFORMS

- [ ] Same profile picture on different platforms (Instagram, TikTok, etc.)
- [ ] Important links are in your bio
- [ ] A consistent look and feel for your Chapter's profile

UTILIZING TOOLS FOR ENGAGEMENT

- [ ] All your Chapter's social media accounts are active
- [ ] Stories, highlights and other platform specific engagement are in use
- [ ] You post regularly and consistently on platforms (multiples times/week)
- [ ] Comment and interact with other campus and community accounts
- [ ] Follows Phi Sigma Pi National account, Members, University, other student organizations, other Phi Sigma Pi Chapters
- [ ] Utilize hashtags on posts
- [ ] Utilize mention/tagging features on the platform
- [ ] Interact and engage with the accounts that you follow (@PhiSigmaPi, your school, other organizations)
- [ ] Member's interact, engage and share your Chapter's content regularly

IS YOUR CONTENT INTENTIONAL AND ENGAGING?

- [ ] There is a mix of photos, graphics and video content
- [ ] Posts have a call to action or purpose
- [ ] Content focuses on capturing the attention of those outside the organization and always recruiting
- [ ] Content is authentic, shows the personality of the Chapter and Members and captures Chapter activities and individual accomplishments