

PHI SIGMA PI

SOCIAL MEDIA STRATEGY

Fall 2023

Recruitment

Proposal Outline

The story of Phi Sigma Pi

Our Mission and Vision

Critical Points

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Campaign Goals

Social Media Presence

Competitive Analysis

Example Posts ~ M-F

Campaign Success

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Our Story

Phi Sigma Pi is built on a Tripod of three ideals: Scholarship, Leadership and Fellowship which support the ultimate goal of social service.

This Tripod provides direction in our organization, our programming and in our actions as Members. Combined, the Tripod guides our Members to be successful contributing citizens while at campus and into their professional careers.

Our Mission

Phi Sigma Pi National Honor Fraternity is an inclusive organization dedicated to: promoting lifelong learning, inspiring Members to lead, and cultivating lasting fraternal bonds, while always conducting our lives with honor.

We commit ourselves to a life of social service with the goal of improving humanity through our principles: **Scholarship, Leadership, and Fellowship.**

Critical Points

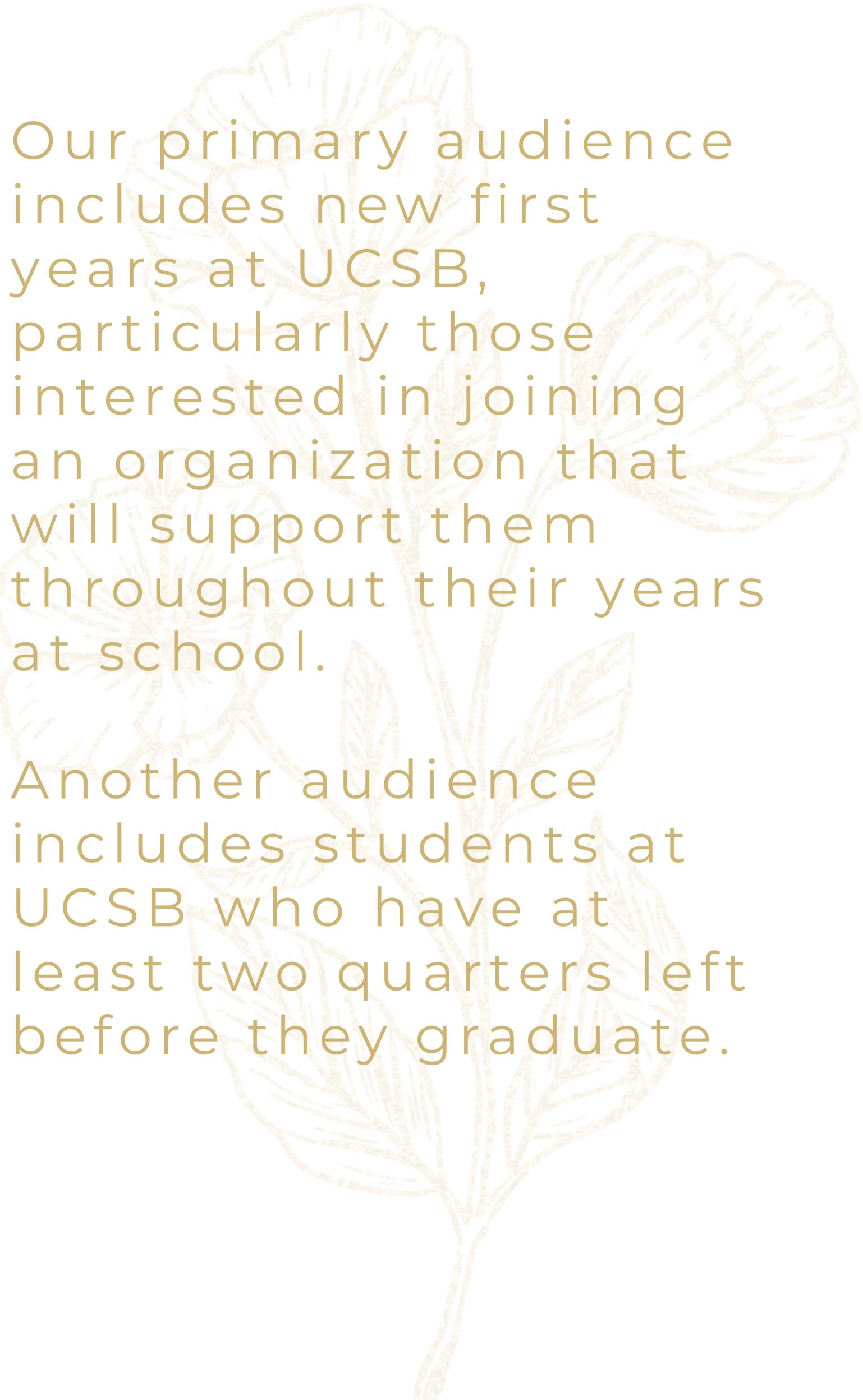
Situation:

Next school year the Zeta Epsilon Chapter of PSP will be rushing fall and spring quarter instead of winter and spring quarter for the first time.

Opportunity:

To support this transition, we will need to do more advertising right at the beginning of the school year as opposed to a slow transition during fall quarter.

The Community



Our primary audience includes new first years at UCSB, particularly those interested in joining an organization that will support them throughout their years at school.

Another audience includes students at UCSB who have at least two quarters left before they graduate.

Social Media Strategy



The theme of recruitment for next fall quarter will be space.

We will have five instagram posts in total, one for every day of the week during recruitment week.

Each post will advertise the event occurring on that day

Campaign Goals



Engage with UCSB students and leave a good impression.

Embolden students at UCSB, particularly first years, to go to the recruitment events.

Encourage UCSB students to join the Zeta Epsilon Chapter of Phi Sigma Pi.

Social Media Presence

Currently the UCSB
Phi Sigma Pi
Instagram account
[@ucsbphisigmapi](https://www.instagram.com/ucsbphisigmapi) has
793 followers.

The UCSB Phi Sigma Pi
Facebook has 888
followers, but updates
haven't been recent.

Focus will be primarily
on instagram.

Competitive Analysis

The target audience is most active on Instagram and TikTok. Offline, most of the audience would be spending time on or around campus. Students would respond to content that would be helpful to them professionally or visually interesting.

Strategies other professional Greek organizations use is to advertise through word of mouth.

Recent changes for all greek organizations is the shift to emphasize Diversity, Equity, and Inclusion in all Greek organizations.

Monday

13:48

Instagram

 ucsbphisigmapi

...

Phi Sigma Pi National Honor Fraternity

Interstellar
Information
Session

When: Monday 7pm
Where: North Hall

♥ Q ↑

Liked by savannah and others

ucsbphisigmapi - Learn more about Phi Sigma Pi, a gender and major inclusive national honor... more

Home Search + Heart Profile

Tuesday

13:48

Instagram

ucsbphisigmapi

Phi Sigma Pi National Honor Fraternity

Trivia Night

When: Tuesday 7pm
Where: North Hall

Test your Intergalactic Intelligence In A Space Trivia Game With Members of PSP

♥ Q ↑

Liked by savannah and others

ucsbphisigmapi - Test your Intergalactic Intelligence at Trivia Night with the National Honor Fraternity... more

Home Search Create Like Profile

Wednesday

13:48

Instagram

 ucsbphisigmapi

Phi Sigma Pi National Honor Fraternity

Space Social

When: Wednesday 7pm
Where: North Hall

Enjoy food and drinks on Mars with members of PSP

Heart Comment Share Bookmark

Liked by savannah and others

ucsbphisigmapi - Attend our space social with Phi Sigma Pi National Honor Fraternity for food and fun... more

Home Search Create Heart Profile

Thursday

13:48

Instagram

 ucsbphisigmapi

STORIES IN THE STARS LETTER WRITING

When: Thursday 7pm
Where: North Hall

Creating cards for a good cause
with members of PSP

Phi Sigma Pi National Honor Fraternity

Like Comment Share

Liked by savannah and others

ucsbphisigmapi - Write stories in the stars with PSP!
Create cards and write letters for social service... more

Home Search Create Like Profile

Friday

13:48

Instagram

 ucsbphisigmapi

Phi Sigma Pi National Honor Fraternity

Space Race

When: Friday 7pm
Where: North Hall

Games galore, fight to win the space race with members of PSP

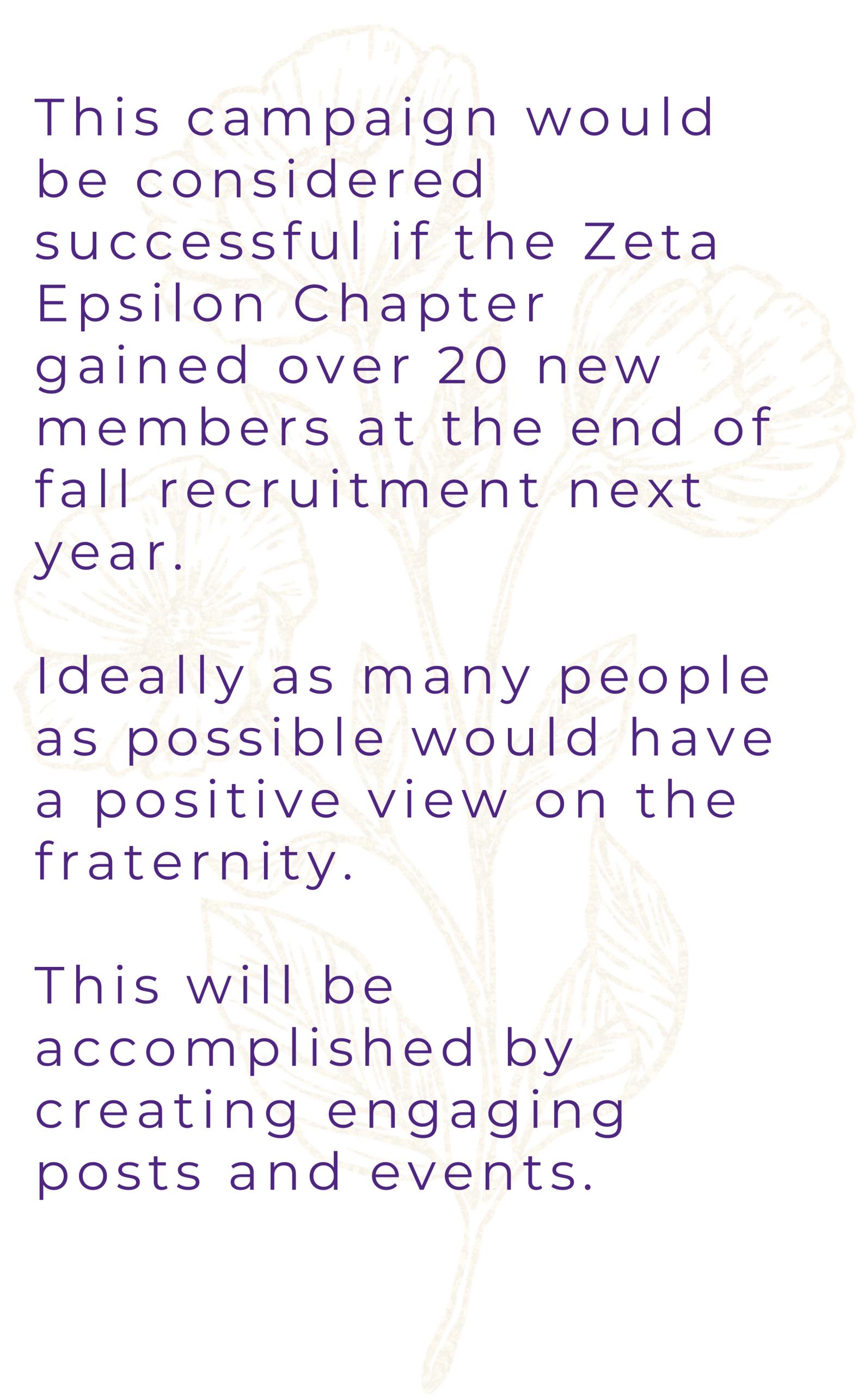
Like Comment Share

Liked by savannah and others

ucsbphisigmapi - Join PSP for our last event - Space Race! Play games in teams to win the space race... more

Home Search Create Like Profile

Campaign Success



This campaign would be considered successful if the Zeta Epsilon Chapter gained over 20 new members at the end of fall recruitment next year.

Ideally as many people as possible would have a positive view on the fraternity.

This will be accomplished by creating engaging posts and events.