



QUICK START GUIDE

WHAT IS MERIT?

Merit is an online platform that allows the Society to create and publish personalized stories about members' achievements such as being initiated into Phi Kappa Phi, receiving a scholarship or award, becoming a chapter officer and more. Members also receive a customizable online Merit profile that can be enhanced with a photo, work experience, other achievements and more. In addition, the profile allows for easy sharing with family and friends on social media.

HOW DOES IT WORK?

When a member receives an achievement, the Phi Kappa Phi national office creates a personalized story about the accomplishment and awards a badge to be published on the member's Merit profile. These stories are then also sent to the member's hometown newspaper for publication.

WHY IS MERIT IMPORTANT FOR MEMBERS?

Merit creates a professional and powerful online profile that showcases success and achievements. These profiles can be beneficial when applying for an internship, job, scholarship or graduate school. Furthermore, Merit provides a simple and easy way to share these accomplishments with family and friends through social media channels such as Facebook or Twitter.

HOW DOES A MEMBER CREATE AN ONLINE MERIT PROFILE?

When a new member joins the Society (those initiated after March 2013), an "Initiate" badge and achievement will automatically be granted to those who have opted in to the program. You will receive an email from news@phikappaphi.org providing instructions on how to claim your profile and share your Merit page on social networks. Members receiving a Phi Kappa Phi scholarship or award, serving as a chapter officer or attending Convention as a delegate are also eligible to receive a Phi Kappa Phi badge and Merit profile.

HOW CAN I RECEIVE A MERIT PROFILE?

If you were initiated into the Society prior to March 2013, you can still receive a profile and "Initiate" badge. To do so, email hbreaux@phikappaphi.org with your name and member ID number.

WHAT NEWSPAPERS WILL RECEIVE THE STORIES?

All achievement stories are distributed to the local newspaper(s) associated with the ZIP code in each member's online profile. To see what ZIP code currently is listed on your profile or to update your ZIP code, log in to PhiKappaPhi.org and select "Update Your Profile."

WILL THE STORIES BE PUBLISHED IN THE NEWSPAPER?

Each story is distributed to local newspapers as a press release. Whether or not the story is published by the newspaper is strictly at the discretion of each newspaper, not Phi Kappa Phi. We provide as much information and details to ensure each story is viewed as newsworthy, but cannot guarantee that the story will be published.

HOW CAN I OPT OUT OF MERIT?

To opt out of the program, simply reply to the email you receive and ask to be removed, or you can email your request directly to hbreaux@phikappaphi.org.

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