



BRAND STYLE GUIDE

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2 IDENTITY

Logos

Colors

Typefaces

Photography

Message

Resources

15 EDITORIAL

Style Guide

Resources

21 SOCIAL MEDIA

Social Media 101

Platforms

Getting Started

Best Practices

Frequently Asked Questions

Resources

CONTACT

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not covered in this
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IDENTITY

The Honor Society of Phi Kappa Phi relies on its more than 325 chapters across the United States, its territories and Philippines to maintain a consistent message and visual identity when representing the Society locally. Most information is generated and distributed by chapters. A critical component to appearance and message, increasing awareness and encouraging activity.

To aid chapters in this effort, the Society has produced this collection of Brand Identity Standards. Our goal is to have a consistent visual and messaging platform, and this document will assist you in implementing and maintaining the brand identity for Phi Kappa Phi. Please take the time to understand this information before designing any communications for the Society.



LOGOS

The Society logo consists of a globe against the background of the sun, whose rays form an expansive corona and radiate in a number of symmetrical concentrations of learning and represent the dissemination of truth as light. Encircling the globe is a band containing the Greek letters symbolizing a fraternal bond that surrounds the Earth and binds the lovers of wisdom in a common purpose.



PRIMARY



SECONDARY



STACKED



CIRCLE

LOGOS

To ensure legibility, the Society logo should always be surrounded by a minimum amount of the “K” in the logo. Type and objects should not invade this space.

To ensure the readability and presence of the logo, the smallest width of the logo is **1.5 inches**.



LOGO VARIATIONS

Phi Kappa Phi provides a few variations on its logo to account for different spaces, printing options, and background colors.



ONE COLOR
PANTONE® 540



BLACK AND WHITE



GRAYSCALE



CHANGING THE LETTERS TO WHITE AND ADDING A WHITE STROKE TO THE OUTER SUNBURST PREPARES LOGOS FOR DARK BACKGROUNDS.

LOGO CO-BRANDING

Co-Branding refers to a situation where the logo will be used in the same environment with another company or University's logo. In this situation, each logo should be positioned side-by-side, sized to equal weight to convey a balance. Whenever possible, align logo type on the same baseline. The "clear space" rule should be applied, creating an imaginary dividing line.



LOGO INCORRECT USAGE



DO NOT USE UNAPPROVED COLORS.



DO NOT USE AN OUTLINED VERSION OF THE LOGO.



DO NOT USE AN ALTERNATE TYPEFACE
IN THE LOGOTYPE.



DO NOT RESET SPACE WITHIN THE LOGO.



DO NOT USE BEVEL OR EMBOSING, DROP
SHADOWS, INNER SHADOWS, GLOWS OR
ANY OTHER VISUAL EFFECTS.



DO NOT CHANGE PROPORTIONS OF THE
LOGO, SEPARATE, ADD OR MOVE WORDS OR
CREATE A NEW LOCKUP.



DO NOT USE ANY FORMAT OF THE LOGO WITH
ANOTHER LOGO OR SYMBOL.



DO NOT STRETCH, SCALE OR DISTORT THE
LOGO IN ANY WAY.



DO NOT PLACE THE FULL COLOR LOGO ON BUSY
PHOTOS OR ANY COMPLICATED BACKGROUNDS.



DO NOT USE A REGULAR COLORED LOGO ON OFF
COLORED OR DESIGNED BACKGROUNDS.



DO NOT USE ANY LOCKUP OF THE LOGO IN
HEADLINES OR SENTENCES.

COLORS

The Phi Kappa Phi color palette is comprised of two primary colors and eight supporting colors. Communications should use the primary colors liberally in text and graphics. The supporting colors have been selected to complement the primary colors and provide the flexibility needed to differentiate key messages and information. Always use the appropriate color values depending on the process to ensure that the Society is presented consistently regardless of medium.

PRIMARY

PHI KAPPA PHI BLUE

PANTONE® 540
C100, M55, Y0, K55
R0, G50, B90
HEX #00325A

PHI KAPPA PHI GOLD

PANTONE® 873
C25, M30, Y65, K10
R150, G119, B77
HEX #96774D
Pantone® 873 is metallic GOLD

SECONDARY

PANTONE® 432
CMYK 65, 43, 26, 78
RGB 51, 63, 72
HEX #333F48

PANTONE® 132
CMYK 0, 34, 100, 36
RGB 160, 116, 0
HEX #A07400

PANTONE® WARM GRAY 1
CMYK 10, 10, 11, 0
RGB 215, 201, 203
HEX #D7D2CB

PANTONE® 5445
CMYK 26, 10, 3, 0
RGB 183, 201, 211
HEX #B7C9D3

PANTONE® 314
CMYK 100, 0, 13, 22
RGB 0, 127, 163
HEX #007FA3

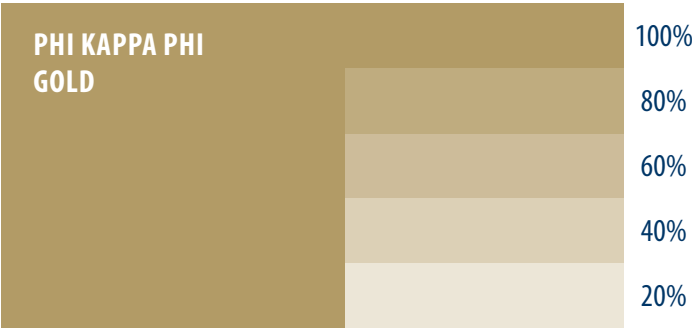
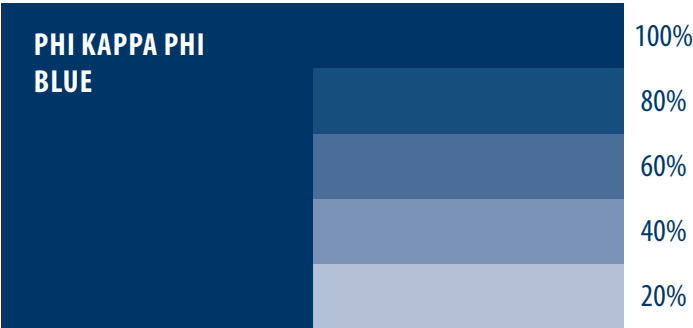
PANTONE® 3298
CMYK 100, 0, 67, 40
RGB 0, 106, 82
HEX #006A52

PANTONE® 484
CMYK 1, 90, 92, 33
RGB 154, 51, 36
HEX #9A3324

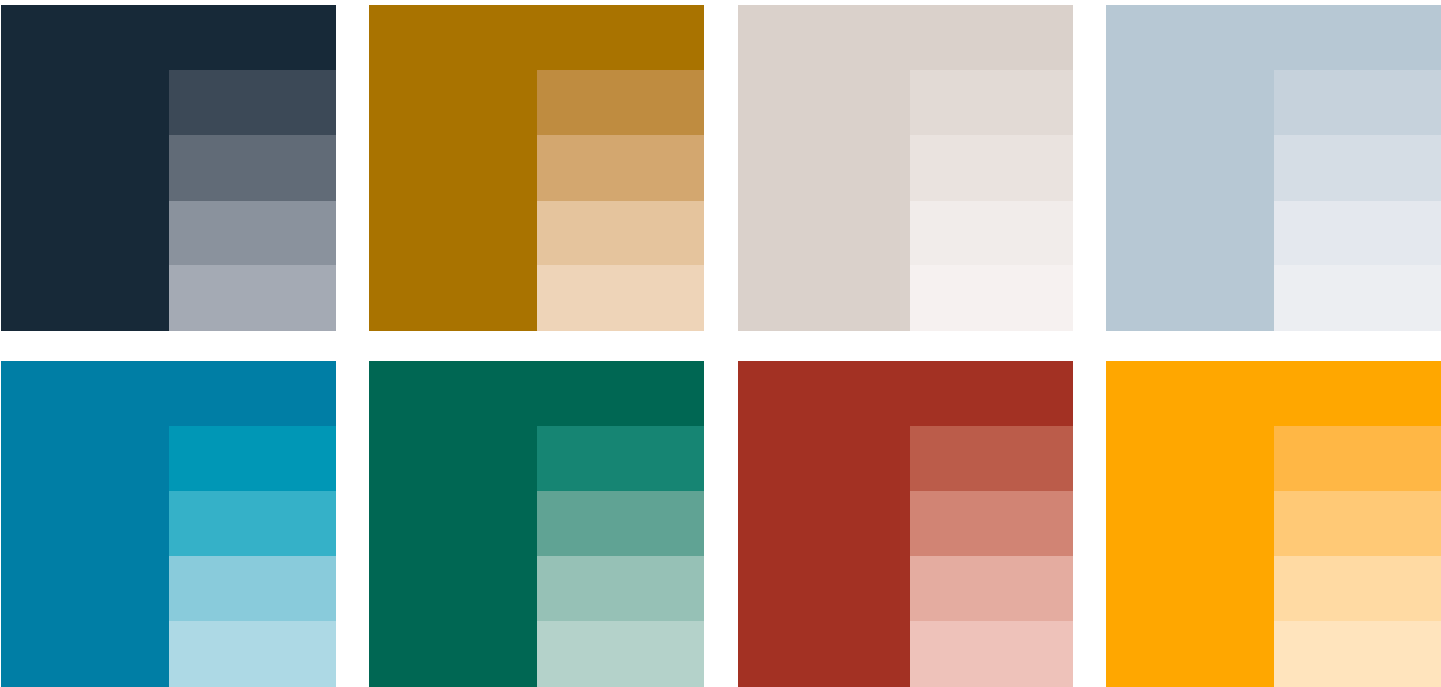
PANTONE® 130
CMYK 0, 32, 100, 0
RGB 242, 169, 0
HEX #F2A900

COLORS OPACITY

PRIMARY



SECONDARY



TYPEFACES PRINT & ADVERTISING

The Honor Society of Phi Kappa Phi uses three primary fonts for all print materials.

GARAMOND PREMIER PRO

BOLD	SEMIBOLD	REGULAR
<i>BOLD ITALIC</i>	<i>SEMIBOLD ITALIC</i>	<i>ITALIC</i>

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

MYRIAD PRO CONDENSED

BOLD	REGULAR
<i>BOLD ITALIC</i>	<i>ITALIC</i>

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Alex Brush Regular

Headlines or call out text

Limit the use of Alex Brush to a minimum to allow the times it is used to feel more impactful and special.

Typefaces used in combination should be considered carefully. These examples are effective methods of combining these styles in print.

EXAMPLES

A PHI KAPPA PHI INVITATION

Please join us for a meeting of the minds this Saturday at the square! More than 200 new members will be initiated into The Honor Society of Phi Kappa Phi as we welcome a new class of scholars.

A Phi Kappa Phi INVITATION

Please join us for a meeting of the minds this Saturday at the square!

A PHI KAPPA PHI INVITATION

Please join us for a meeting of the minds this Saturday at the square!

TYPEFACES WEBSITE & DIGITAL BRANDING

The Honor Society of Phi Kappa Phi uses three primary fonts for website materials. The fonts below should also be used within all digital branding: powerpoints, social media graphics, and digital advertisements.

PLAYFAIR DISPLAY

Headlines

MONTSEERAT

Headlines | Body Copy | Buttons | Quotes | Links

Alex Brush

Headlines

Limit the use of Alex Brush to a minimum to allow the times it is used to feel more impactful and special.



[officers](#) [community](#) [join](#) [renew](#) [donate](#) [shop](#) [login](#) [Q](#)

[ABOUT](#) [MEMBERSHIP](#) [AWARDS](#) [CHAPTERS](#) [PUBLICATIONS](#) [CONTACT](#)

FOCUS ON
excellence

TYPEFACES WEBSITE & DIGITAL HEADLINES

HEADLINE 1

Playfair Display, Medium | font-size: 35pt | tracking: 200pt | leading: auto

HEADLINE 2

Montserrat, Bold | font-size: 21pt | tracking: 0pt | leading: auto

SLIDER 1

Montserrat, Medium | font-size: 52pt | tracking: 200pt | leading: 50pt

Slider 2

Alex Brush, Regular | font-size: 200pt | tracking: 0pt | leading: 128pt

Body Copy

Montserrat, Regular | font-size: 16pt | tracking: 0pt | leading: 33pt

Small quote

Playfair Display, SemiBold Italic | font-size: 21pt | tracking: 0pt | leading: 37pt

Large quote

Playfair Display, SemiBold Italic | font-size: 31pt | tracking: 0pt | leading: 47pt

PHOTOGRAPHY

The Society's national office has compiled a variety of photographs ranging from initiations to award winners to graduates proudly wearing their Phi Kappa Phi regalia. Chapters can locate photos at phikappaphi.org/id and are welcome to use these images in their communications.

HISTORICAL



INITIATIONS & EVENTS



GRADUATES



AWARD WINNERS



MESSAGE

The Honor Society of Phi Kappa Phi employs standard messaging to consistently identify the organization. These messages include some of the more important aspects to highlight about the Society. Use the following messages in all communications when providing general information:

Founded in 1897, The Honor Society of Phi Kappa Phi is the nation's oldest and most selective all-discipline honor society.

Approximately 25,000 students, faculty, professional staff, and alumni from more than 325 select colleges and universities are inducted into the Society annually.

Phi Kappa Phi awards \$1.3 million each year to outstanding students, members, chapters, and institutions.

Membership includes the top 7.5% of juniors and the top 10% of seniors, along with outstanding graduate students, faculty, and alumni.

SOCIETY MOTTO

"Let the love of learning rule humanity."

REFERRING TO PHI KAPPA PHI

For all first instances use the exact phrase "The Honor Society of Phi Kappa Phi."

For secondary instances, use of "Phi Kappa Phi" or "the Society" is acceptable.

Do not use "PKP" when referring to the Society. If a three-character abbreviation is needed, use Greek letters - ΦΚΦ. Hashtags on social media are the only time "PKP" can be used. I.e., #PKPproud, #PKPgives, etc.



RESOURCES

The Honor Society of Phi Kappa Phi provides all of the logos, fonts, colors, messaging and more at www.phikappaphi.org/id

WORKING WITHIN INSTITUTIONAL GUIDELINES

Most colleges and universities have their own established identity standards that you will have to work within as you produce materials and a chapter website on standards. In these cases, defer to your institution's guidelines for fonts and colors. As far as Society branding, consider using a white or black Phi Kappa Phi logo in conjunction with your college or university's identity standards so the two aesthetics blend seamlessly.

EDITORIAL

The Honor Society of Phi Kappa Phi seeks to keep its communications consistent and accurate at all times. Use this style guide to resolve common questions about how our communications should read and look. It also includes practical style advice.

The stylebook, which is modeled on the easily understood Associated Press style guide for journalists, is in alphabetical order. Local style takes precedence to AP style, and both should be used in all correspondence from the Society, including press releases and on the website.

The *Forum* uses this style guide first, then the Chicago Manual of Style.

Like the AP style guide, Phi Kappa Phi prefers the *Webster's New World College Dictionary*.



STYLE GUIDE

ACADEMIC DEGREES

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase.

John Jones, who has a doctorate in psychology, spoke.

Use an apostrophe in bachelor's degree, a master's, etc., but there is no possessive in Bachelor of Arts or Master of Science. Also: an associate degree (no possessive).

Abbreviations as B.A., M.A., LL.D. and Ph.D. may be used to identify people by degree on first reference. Use these abbreviations only after a full name — never after just a last name. When used after a name, an academic abbreviation is set off by commas.

John Snow, Ph.D., spoke.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

YES: Dr. Sue Smith

NO: Dr. Sue Smith, Ph.D.

See also academic *titles*, *doctor* and *titles*.

ACADEMIC TITLES

Capitalize and spell out formal titles such as chancellor, chairman, etc., when they precede a name. Lowercase elsewhere. Lowercase modifiers such as department in department Chairman Jerome Wiesner.

See also academic *degrees*, *doctor* and *titles*.

ACRONYMS

Except for acronyms that are universally recognized by readers, spell them out on first reference and shorten on subsequent references. When unsure, individual entries can be checked in the AP Stylebook. There is no need for a parenthetical acronym after the first reference.

USA is considered universally recognized.

ALUMNUS, ALUMNI, ALUMNA, ALUMNAE

Use alumnus (alumni in the plural) when referring to a man who has attended a school.

Use alumna (alumnae in the plural) for similar references to a woman.

Use alumni when referring to a group of men and women.

AMPERSAND (&)

Use the ampersand when it is part of a formal name or composition title: Procter & Gamble, Texas A&M University. The ampersand should not otherwise be used in place of and, except for some accepted abbreviations: B&B, R&B.

AWARDS

When stating our awards totals, say that “gives \$1.3 million each year.” Do not include dollar amounts as identifying information for the award name.

YES: The Excellence in Innovation Award was given out.

NO: The \$100,000 Excellence in Innovation Award was given out.

The awards ΦΚΦ issues are as follows:

EXCELLENCE IN INNOVATION: Biennial. \$100,000 to an institution.

FELLOWSHIP: Annual. 54 at \$8,500; six at \$20,000; two at \$35,000 for the first year of graduate or professional study.

GRADUATE RESEARCH: Annual. 25 at up to \$1,500 for research experiences.

LITERACY: Annual. Grants of up to \$2,500 for literacy projects.

PIONEER: Annual. 50 at \$1,000 for undergraduate research.

STUDY ABROAD: Annual. 75 \$1,000 grants for studying abroad.

DISSERTATION FELLOWSHIP: Annual. 15 at \$10,000.

LOVE OF LEARNING: Annual. 200 at \$1,000.

MARY TODD SABBATICAL: Annual. \$50,000 to a faculty or staff member.

DISTINGUISHED SERVICE: Biennial.

SCHOLAR & ARTIST: Biennial.

BOARD OF DIRECTORS

Capitalize when using the full name. Lowercase “board” when used simply in a sentence.

The new Board of Directors has been named.

The board is chosen every two years.

CHAPTER TOTALS

We have chapters at “more than 325 colleges and universities in the U.S. and the Philippines.”

COUNCIL OF STUDENTS

Capitalize when using the full name. Lowercase “council” when used simply in a sentence.

The new Council of Students has been named.

The council is chosen every two years.

DATES

Always use Arabic figures, without st, nd, rd or th.

YES: Deadline for submission is March 3.

NO: Deadline for submission is March 3rd.

See also *months* and *years*.

DOCTOR

Use Dr. in first reference as a formal title before the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, doctor of podiatric medicine, or doctor of veterinary medicine: Dr. Jonas Salk.

The form Dr., or Drs., in a plural construction, applies to all first-reference uses before a name, including direct quotations. Do not continue the use of Dr. in subsequent references.

Dr. may also be used in front of the names of those with a doctoral degree should the person prefer it. Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

YES: Dr. Sue Smith

NO: Dr. Sue Smith, Ph.D.

See also *academic degrees*, *academic titles* and *titles*.

FIRST ANNUAL

Avoid the term. Use “inaugural” instead. Something that has only happened once isn’t annual yet.

GREEK LETTERS

The use of Greek letters is not acceptable except in these instances:

Social media posts where brevity is preferred
 Blog headlines
 Email headlines
 Email subject lines
 Newsletter quick links/hyperlinks
 Graphics and art approved by the national office

The Greek symbol for phi can be created by holding down the “alt” key and typing “232” on a keyboard number pad.

Do not use PKP as a three-character abbreviation.

See also *The Honor Society of Phi Kappa Phi* and *Society*.

THE HONOR SOCIETY OF PHI KAPPA PHI

Spell out on first reference. May be shortened to “the Society” or “Phi Kappa Phi” on subsequent references. Do not use “PKP” in when referring to the Society. If a three-character abbreviation is needed, use Greek letters - ΦΚΦ. Hashtags on social media are the only time “PKP” can be used. I.e., #PKPproud, #PKPgives, etc.

See also *Greek letters* and *Society*.

INDUCTION NUMBERS

The Society inducts about 25,000 new members each year. Since its founding, Phi Kappa Phi has initiated more than 1.5 million members into its ranks.

MONTHS

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

Our convention will be in August.
The August 2018 convention was in Minneapolis.
The convention will begin Aug. 6, 2020.
The event will begin on Thursday, Aug. 6, at 8 a.m.

See also *dates and years*.

NATIONAL OFFICE

Refer to the Baton Rouge office as the national office, not headquarters.

NUMERALS

In general, spell out one through nine. Use figures for 10 or above or when referring to ages.

SEASONS

Lowercase spring, summer, fall, winter and derivatives such as springtime unless part of a formal name: Dartmouth Winter Carnival, Summer Olympics.

SOCIETY

Capitalize when referring specifically to the Society. Lowercase in generic reference to us being an honor society.

The Society has more than 325 chapters.
Phi Kappa Phi is the nation's oldest and most selective collegiate honor society for all academic disciplines.

See also *Greek letters* and *The Honor Society of Phi Kappa Phi*.

STATE NAMES

The names of the 50 U.S. states should be spelled out when used in the body of a story.

Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence:

He was traveling from Nashville, Tennessee, to Austin, Texas, en route to his home in Albuquerque, New Mexico.

See also *datelines*.

TITLES

In general, confine capitalization to formal titles used directly before an individual's name. Lowercase and spell out titles when they are not used with an individual's name or when they follow the individual's name:

Society President Dr. Lora Becker released this statement.
Dr. Lora Becker, the Society's president, released this statement.
If you would like to invite the president to speak, please click here.

This guidance applies to all titles within the Society, both for employees and leadership positions.

See also **academic titles** and **doctor**.

YEARS

When a phrase refers to a month and day within the current year, do not include the year.

The hearing is scheduled for June 26.

If the reference is to a past or future year, include the year and set it off with commas.

Feb. 14, 2025, is the target date.

Use an s without an apostrophe to indicate spans of decades or centuries.

the 1890s
the 1800s

See also **dates** and **months**.



RESOURCES

The Honor Society of Phi Kappa Phi provides all of the logos, fonts, colors, messaging and more at www.phikappaphi.org/id

SOCIAL MEDIA

Social media has improved the way we connect and communicate. Internet users can engage in two-way communication with anyone in just about any place around the world just by using social media. Because of its instantaneous nature, Phi Kappa Phi has been able to enhance visibility and create engagement among both prospective and current members, faculty and staff at institutions nationwide as well as others simply interested in learning more about the Society.

This Social Media Handbook, created by the national office, is meant to serve as a guide on how to effectively manage social media content at the chapter level. It will guide you through the process of creating social media accounts and provide best practices and tips for managing your chapter's social media presence. Due to the ever-changing nature of social media, this handbook will continue to evolve.

SOCIAL MEDIA 101

WHAT IS SOCIAL MEDIA?

Social media is the collection of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration. Social media content can be easily shared and repurposed, allowing for an extended reach of the information you deem most important. Websites and applications dedicated to forums, blogging, networking, and more are among the different types of social media. Popular social media platforms include Facebook, Twitter, LinkedIn, Instagram, Flickr, Pinterest, Snapchat, YouTube, a variety of blogging services and many more.

BENEFITS OF SOCIAL MEDIA

Social media is a powerful tool that allows communication with your most important audiences in real-time. Because of its digital nature, social media allows for instant communication via laptops, tablets, mobile devices and much more. In addition, the accessibility of social media is far-reaching — communication through social media channels can reach a large population that would otherwise be impossible through traditional means of marketing.

PHI KAPPA PHI & SOCIAL MEDIA

Phi Kappa Phi currently manages pages on Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Flickr and Blogger. Our social media presence allows us to effectively communicate with members, increase visibility for the Society and build an online, interactive community among key audiences. In addition to the above sites, many chapters across the nation have launched Phi Kappa Phi-branded social media sites to communicate local information pertaining to their chapter.

PLATFORMS



FACEBOOK provides its users with the ability to create an online profile and communicate with other members, companies and organizations. Facebook's interactive interface includes status updates, multimedia posts, one-on-one messages, chat features, group pages and much more. Facebook has more than two billion monthly active users worldwide.



TWITTER is a micro-blogging platform that allows users to read and post updates (text, photo, video) in short, 280-character messages, better known as "tweets." Twitter connects its users to their interests and allows the real-time sharing of information among people, companies and organizations. Twitter has more than 300 million active users posting more than 347,000 million tweets per minute.



LINKEDIN is a social media platform aimed at professional development and networking among colleagues, organizations and businesses. LinkedIn provides the ability for its users to build a network of professionals, learn about other companies and leverage career tools and resources. LinkedIn has more than 600 million members worldwide.



INSTAGRAM is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networks. Instagram has more than 1 billion monthly users.



GETTING STARTED

GUIDELINES

All Phi Kappa Phi chapter-created social media sites must adhere to the Phi Kappa Phi Brand Identity Standards and present visuals and messaging that are consistent with the Society's brand. Following these standards is a critical component to maintaining the Phi Kappa Phi brand and encouraging positive visibility throughout all social networks. In addition, each social media platform has its own respective guidelines and policies. Please be sure to familiarize yourself with these policies before you begin creating your site(s).

RESEARCH

Before you create your account, do some research and tune in to other social media accounts to take notice of how often they post as well as what type of content they post. This research will allow you to get an idea of what it takes to maintain a strong social media site. A great place to start would be by visiting the official Phi Kappa Phi social media sites (listed below). To see what other Phi Kappa Phi chapters are doing, visit the Social Media Directory. In addition, your institution's social media channels can serve as another great resource for your research.

CREATING YOUR ACCOUNTS

Before you begin setting up your social media page(s), determine who within your chapter will primarily manage the content and updates. In some cases it may be the public relations officer or it could be a student vice president. Keep in mind that you can have more than one authorized user or administrator.

Once you have determined who will maintain the upkeep of the sites, you can begin registering and creating accounts on your desired platforms. When you are setting up your accounts, please ensure that you clearly specify that you are a chapter of The Honor Society of Phi Kappa Phi. For example: The Honor Society of Phi Kappa Phi – Longwood University Chapter or Longwood University Chapter of Phi Kappa Phi are the two approved variations.

Each platform includes specific resources related to creating accounts. Follow these links for in-depth, step-by-step guides to creating your accounts:

Facebook	Getting started Creating a Page	Pinterest	Getting started FAQ
Twitter	Getting started FAQ	Flickr	Getting started FAQ
LinkedIn	Getting started Creating a Group	Instagram	Getting started FAQ
YouTube	Getting started FAQ	Blogger	Getting started FAQ

WHAT'S NEXT?

Once you have created your social media accounts, email news@phikappaphi.org to have your pages added to the Social Media Directory and for assistance with promoting your new accounts.



YOUTUBE is a content-sharing service that allows users to upload, share and view videos. YouTube provides a forum of user-generated content including movie and TV clips, video blogs, educational videos and more. YouTube has more than 1 billion unique viewers each month with 300 hours of video uploaded every minute.



PINTEREST is an online bookmarking site. Through Pinterest users are able to upload, save, sort, and manage images and media content in one location. The platform also allows for users to interact with other members and their shared content. Pinterest has more than 250 million users with 2 million unique items, or "pins," shared daily.



FLICKR is an online photo management application. The Flickr platform allows its users to store, sort, organize and share photos in one place while also exploring other photos. Flickr has more than 90 million monthly users.



BLOGS serve as a great tool for longer posts and articles related to organizational updates and information. There are a number of platforms that offer blog hosting. Currently, Phi Kappa Phi uses Blogger by Google. WordPress is another popular blogging platform.

OTHER PLATFORMS and options are available for use aside from the ones mentioned above.

HASTAGS

A hashtag is a word or phrase preceded by a hash sign (#), which is used on social media websites and applications, especially Twitter, to identify messages on a specific topic. Hashtags are an additional way to help your content reach a wider audience organically and should be descriptive words that relate to the post content as well as the audience you are targeting through the content.

When launching new social media accounts hashtags are essential for targeting your audience. For new social media, 8-10 hashtags should be used per post.

Established social media accounts should refine hashtag usage to make sure they are consistently hitting their primary target audience. Established accounts can use original hashtags that reflect their branding as well, which uses the primary targeted audience to help circulate these hashtags. For established accounts on social media, 3-5 hashtags should be used per post.

SUGGESTED PHI KAPPA PHI HASHTAGS

#PHIKAPPAPHI
#MEMBERBENEFIT
#AWARDSAREWHATWEDO
#MEMBERSPOTLIGHT
#MEMBERMENTIONS
#PKPLOVESLITERACY
#PKPTRAVELTALES
#PKPPROUD
#PKPGIVES
#FORUMFRIDAY
#MERITMONDAY

ALTERNATE PHI KAPPA PHI HASHTAGS

#WISDOMWEDNESDAY
#MOTIVATIONMONDAY
#TIPTUESDAY
#FUNFACTFRIDAY



BEST PRACTICES

- ✓ **MAINTAIN GOOD JUDGMENT** when choosing what content to post or not post. Anything you post reflects upon your chapter, your institution and the Society.
- ✓ **CREATE FREQUENT AND TIMELY POSTS.** You are more likely to engage your audiences when you post updated content on a frequent basis.
- ✓ **DO NOT SIMPLY DELETE NEGATIVE COMMENTS.** When you receive comments that are critical in nature, be sure you respond to the user in a timely fashion to resolve the issue. However, do delete any comments you deem to be inappropriate or abusive.
- ✓ **PROMOTE YOUR PAGES THROUGH OTHER CHANNELS** such as email lists, chapter websites, other social media sites and at chapter events. This is a way to increase your audience and attract more followers within your online community.
- ✓ **USE SOCIAL MEDIA AS AN OPPORTUNITY** and venue to post about upcoming chapter events, institution happenings, member recognitions and much more. This is your opportunity to publicize your chapter to a large audience.
- ✓ **REPOST AND SHARE RELEVANT UPDATES** posted from Phi Kappa Phi's official accounts.
- ✓ **RESPECT FAIR USE LAWS** for publishing proprietary and copyrighted content.
- ✓ **BE CONVERSATIONAL AND ENGAGE** in two-way conversation with your audiences.
- ✓ **QUICKLY CORRECT AND UPDATE THE ERROR** if you post inaccurate information.
- ✓ **STAY CONNECTED AND IN TUNE WITH YOUR AUDIENCES.** Post content that is of interest and engagement to your community.
- ✓ **KEEP TRACK OF YOUR ONLINE GROWTH** by tracking followers and making note of posts that garner a lot of feedback. Use these and similar metrics to continually improve your sites.
- ✓ **CONSIDER USING A MANAGEMENT APPLICATION** to allow for easy and efficient posting of updates if your chapter plans to use more than once social media platform. Phi Kappa Phi currently uses the Sprout Social application to manage all posts. TweetDeck and Hootsuite are other popular applications.



FREQUENTLY ASKED QUESTIONS

HOW DOES A SOCIAL MEDIA PROFILE DIFFER FROM OUR CHAPTER WEBSITE?

A chapter website hosts information about your chapter's history, events, members, invitation process, university and much more. A social media page provides the opportunity to present information on an as-needed basis outside of the website. Social media accounts also create a forum for conversation and engagement that isn't always available through a website.

WHY SHOULD WE CREATE A SOCIAL MEDIA PAGE?

Social media is a powerful tool that will allow you to communicate with your audience. As one of the most popular means of communication in today's society, many social media users expect to find a presence from organizations on at least one social media channel. Providing this presence will allow you to create visibility for your chapter and the Society as a whole while also providing important updates and engaging your membership base.

WHAT KIND OF INFORMATION SHOULD WE SHARE WITH OUR AUDIENCE?

Any information related to your chapter or institution that you deem relevant should be shared on your accounts. Some examples include upcoming events, facts about your chapter or Phi Kappa Phi, news articles, event photos, links to relevant websites, inspirational quotes and much more. If you think your audience will be interested or if you are looking to spark a conversation, then share it!

HOW CAN WE GROW OUR CHAPTER'S SOCIAL MEDIA COMMUNITY?

Promote, promote, promote. Whenever you have the opportunity to provide your social media links, do so. Think about using other communications as a way to cross-promote such as on your website, at a university event, on printed materials and more. In addition, the Phi Kappa Phi official pages have a broad, ever-growing audience of current and prospective members, faculty, staff, parents and more. Let the national office know what your chapter is doing so we can further increase your reach by sharing your social media pages and happenings with our audiences.

HOW OFTEN SHOULD WE UPDATE OUR SOCIAL MEDIA PAGES?

You should update your page frequently with pertinent information. However, inundating your audiences with too many updates or unnecessary information may result in disengagement. If possible, posting once a day is ideal. Typically, the national office updates the national social media sites roughly three times a day. You might find that what works best for your chapter may vary. Never let your page become stagnant and inactive. If that happens, it may be time to reevaluate your accounts and consider some strategies to enhance your social media presence.



RESOURCES

CHAPTER TOOLKIT

The Chapter Toolkit, accessible on the Phi Kappa Phi website, provides additional resources to assist you in setting up your chapter's social media pages. In addition, you can download high-resolution versions of the Phi Kappa Phi logo for use on your social sites directly from the Chapter Toolkit. To do so, visit the PR & Media Kit section of the Toolkit.

SOCIAL MEDIA DIRECTORY

Phi Kappa Phi's Social Media Directory provides a way for chapters to promote their social media pages. You can also see what other chapters are doing and get ideas to implement on your own chapter's social media accounts. If your chapter's social media page is not listed or you have an update to the directory, please email news@phikappaphi.org.

PHI KAPPA PHI SOCIAL MEDIA

To familiarize yourself with social media including how the national office uses it to promote Phi Kappa Phi, visit our social media pages:

Facebook facebook.com/phikappaphi

Twitter twitter.com/phikappaphi

LinkedIn linkedin.com/company/phikappaphi

YouTube youtube.com/thephikappaphi

Instagram instagram.com/phikappaphi

Pinterest pinterest.com/phikappaphi

Flickr flickr.com/phikappaphi

Blogger phikappaphi.blogspot.com