

Using Social Media to Recruit

Social media helps connect human beings in countless ways. Instagram, Facebook, Twitter, Tik Tok, and LinkedIn are great platforms that can help you build relationships with others, especially those who may benefit from membership in Triangle. Here are some three basic ideas to consider when using social media to recruit potential new members.

#1 - Search for Connections

Spend some time looking through people who are connected to what Triangle stands for. Look for incoming students, people who are STEM majors, and STEM organization members on your campus.

#2 - Follow/Follow-Back/DM:

Follow the people and organizations from your chapter/colony account. When they follow back, take that as an invitation to send a personal DM – make it clear you are not a robot). You should use this opportunity to talk about Triangle, common interests, your college experience, etc.

#3- Comment

See someone posting good content? Let them know! Give PNMs some social media love in genuine ways so they know they are being noticed. You can also invite further conversation in your comments.

BONUS THOUGHT

Consider purchasing advertisements on social media platforms. This is a smart and useful use if your money if those ads direct people to connect with you. Make sure to aim all interactions at a landing page that collects information so you can track the usefulness of this strategy.