

## TOP FIVE TIPS FOR

# communications advisers

### Learning the basics of the officer you support?

Check out a few important resources including the Collegiate Chapter Officers Manual (CCOM), officer quick guides and Fraternity Standards for Collegiate Chapters. The CCOM and related quick guides review specific responsibilities for each officer.

Now let's talk about Fraternity Standards. What are they and how do they apply to the officer(s) you support? Performance related to these standards will determine chapter status, support and awards. All officers should be familiar with the Fraternity Standards, what they're responsible for and how they can be used for goal-setting.

The categories that include Standards related to the vp: communications are: Operations and Community.

- 1. Make an appearance in the ANCHORA.** Help remind the officer you work with to submit photos and story ideas to the ANCHORA. Story ideas can be submitted via [this form](#) and photos can be sent to [anchora@deltagamma.org](mailto:anchora@deltagamma.org). Submissions are due on January 15, April 15, July 15 and October 15.
- 2. Collegiate media relations.** Working with the media can be tricky and there are specific guidelines that collegiate officers must work within. The chapter president and ATC should be informed if the communications team receives a media request. Together, you should alert your Regional Collegiate Specialist (RCS)/Council Appointed Coordinator (CAC)/New Chapter Coordinator (NCC), your Regional Director (RD) and your collegiate success team (CST) at Executive Offices. Once this group approves the media request, you can move forward. In most cases, the chapter president will serve as the spokesperson for a chapter.
- 3. Let's take a look at social media.** A helpful exercise you can engage in with the communications officer team is to review social media accounts. Look at the posts as a whole and reflect on these questions: where are each aspect of Article II represented? What do these posts say about the chapter? What aspects of our chapter are we not highlighting? The [Communications Handbook](#) includes tips and examples on powerful social media posts.
- 4. Effective Meeting Minutes.** What should be included in meeting minutes? Why do we take them anyway? Encourage the officer you work with to refer to these [Guidelines for Taking Effective Minutes](#) to take their note-taking to the next level.
- 5. Bylaws and Standing Rules (BLSR) revisions.** The BLSR is a guiding document of the chapter-specific policies. Each year the chapter will create an updated version, and the vp: communications is responsible for guiding this process! Encourage vp: communication to start this process early by reviewing in CMT or JCMT meetings. A model version of the BLSR will be posted on the Delta Gamma library in the spring term of each year.