



## Social Media Year-At-A-Glance

This document is intended to serve as a tool for social media promotion. Included are large-scale DG events, programs and campaigns we hope to promote widely. We always encourage you to reshare Fraternity or Foundation posts, but if you choose to create your own please ensure they meet Delta Gamma [brand guidelines](#). We have linked any corresponding resources that pair with the event.

### JANUARY

- [#IAmASororityWoman](#)
- Chapter management teams (CMT) begin their roles
- [Collegiate Development Consultant \(CDC\) applications are due](#)
- Deferred recruitment begins

### FEBRUARY

- [Winter ANCHORA](#)
- Anchor Academy (odd years)

### MARCH

- NPC Badge Day
- Founders Day

### APRIL

- Advisor Appreciate Month
- Volunteer Appreciation Week

### MAY

- [Spring ANCHORA](#)
- Graduation

### JUNE

- Hope Serving trip
- Convention (even year)
- The Leadership Collective (odd year – formerly OTS)
- End of [alumnae per capita dues](#) cycle
- Lewis Institute

## JULY

- [Alumnae per capita dues](#) cycle begins
- [Encourage recommendation forms](#)
- Promote recruitment registration
- Lewis Institute
- New Leadership members (odd years)
- New Council and Board of Trustees (even years)

## AUGUST

- #IAmASororityWoman
- [Summer ANCHORA](#)
- Primary recruitment
- School term begins

## SEPTEMBER

- [Do Good Week](#)
- Alumnae Group Excellence/Individual Alumnae Awards forms open
- National Hazing Prevention Week

## OCTOBER

- [Fall ANCHORA](#)

## NOVEMBER

- CDC applications open

## DECEMBER

- Presidents Academy
- Collegiate Chapter Excellence/Alumnae Group Excellence
- Graduation

[View a list of holidays and days of recognition](#) Delta Gamma Fraternity will celebrate annually.