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Promotion of the Sorority Experience

The 26-member organizations of the National Panhellenic Conference (NPC) believe the best way to promote the sorority experience is through conversations and outreach between collegiate/alumnae members and potential new members (PNMs). As a Panhellenic community, we must effectively communicate the value of the sorority experience, emphasizing its continued relevance, benefits and impact on collegiate women.

Promotion of the Sorority Experience (2020, 2023) – POLICY
College and Alumnae Panhellenic rules must not infringe on the rights of NPC member organization chapters in how they communicate, contact and promote the overall sorority experience and membership opportunities to potential new members. All sorority promotion should be positive and in the spirit of Panhellenic unity through all forms of communication (e.g., print, digital, in person).

NPC policy supersedes all College Panhellenic rules. College Panhellenics must remove all excessive restrictions on communication with PNMs from governing documents (i.e., bylaws, standing rules and recruitment rules).

This policy IS	This policy IS NOT
• Promoting Panhellenic and the overall sorority experience, encouraging women to register for recruitment. • Focusing on the broader sorority experience being at the forefront of all messaging to PNMs and parents/caregivers. • Allowing current members to actively display their sorority affiliation without being forced to delete social media accounts. • Encouraging current members to share their personal sorority experience and not be penalized. • Permitting members to accept and request friend/follow requests from PNMs, like/comment on posts and answer questions about the sorority experience on social media.	• Promoting one chapter over the other to recruit a PNM to a particular organization. • Granting permission to bid promise, give gifts or in any way lead a PNM to believe she will automatically become a member of an organization. • Talking poorly of other chapters or telling PNMs to think singularly about one organization. • Encouraging activities that might single out a PNM making her uncomfortable or overwhelmed.

What can the College Panhellenic do?
Focus on promoting the sorority experience positively to all women on campus and encouraging member chapters to do the same.

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What does promoting the sorority experience look like?

In-person interactions: Having everyday interactions with unaffiliated women and sharing personal experiences to create a positive conversation about the sorority experience. Sorority members can and should contact all women they know to promote the sorority experience, even if the PNM attends a different school. Conversations about sorority membership could be the starting point of their interest in learning about sorority membership opportunities on their campus.

Social media: Interaction via social media to promote the overall sorority experience, encourage participation in Panhellenic recruitment and answer questions about joining a sorority. Individuals, chapters and Panhellenic associations should continue having a social media presence. Members of sororities are not required to privatize or remove their accounts.

Communication limitations

College Panhellenics should not place restrictions on contact during any periods other than the following:

- During recruitment when College Panhellenic officers and recruitment counselors are disassociated (if applicable).
- During strict silence (i.e., between the end of preference events and bid distribution).

Policy reminders

In-person interactions: Chapters should not invite PNMs to attend unofficial recruiting events that chapters may host with the hope of potentially recruiting them or gaining an unfair advantage. NPC policy continues to restrict the use of men and alcohol in any recruitment-related activities.

Strict silence periods observed longer than between the end of preference events and bid distribution are not allowed. During all other times, the College Panhellenic and its chapters should advocate for promoting the sorority experience.

Social media: Disparaging or degrading remarks about an organization, chapter or another member of the Panhellenic community are prohibited. It is important to be mindful of the PNMs in all communication. They should not feel excluded if they are not being communicated with or be given the impression that they are already part of the community or are not welcome.

Outreach and promotion should NOT be singular to one organization or chapter.

- “You should only be an Alpha Alpha Alpha.”
- “I/We love you and you have a place here.”

Communication via social media should not bombard PNMs with messages from every woman in your chapter or should not single out PNMs being tagged in images in your chapter posts.

Any conversations that pressure a PNM, imply she would receive a bid (bid promising), or would not encourage her to keep an open mind in recruitment are not allowed.

- “You will become a member of our chapter.”
- “You should come out with us; all the Alpha Alpha Alphas will be there and I want you to get to know as many active sisters as possible before recruitment.”

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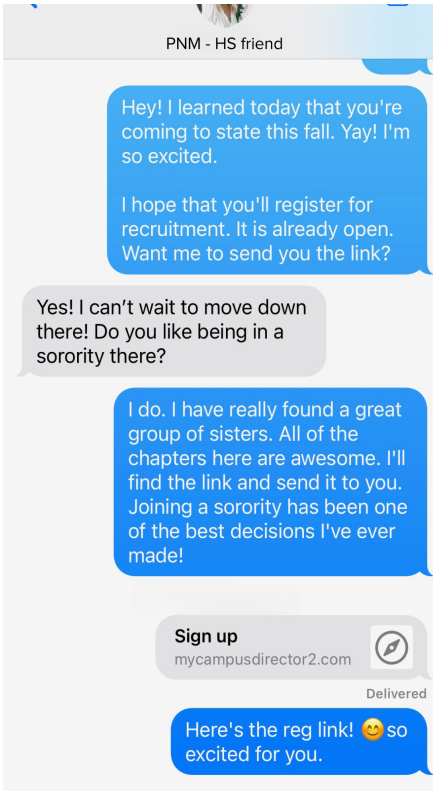
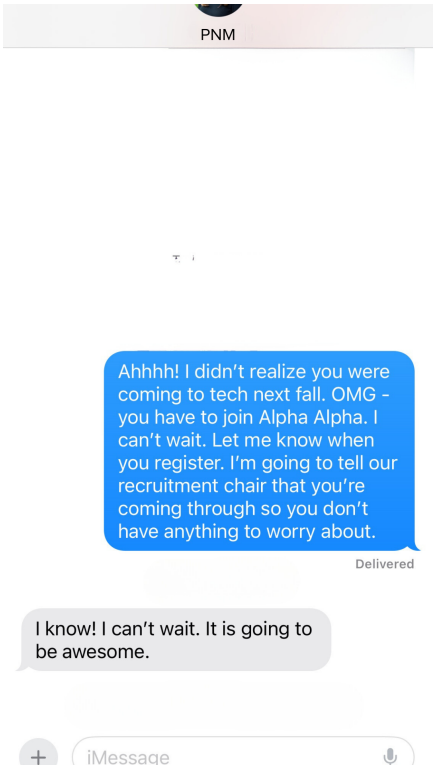
Examples of direct PNM contact

A good example



A poor example