Preparing Your Facebook for Panhellenic Recruitment
A Guide for Panhellenic Recruitment Counselors

Created by Jesse Koch
JesseKoch.com/blog
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Overview:

The use of social media in Panhellenic recruitment seems to be a hot topic of conversation every year prior to the start of the formal Panhellenic recruitment process, specifically as it relates to our disaffiliated Recruitment Counselors. Despite the inescapable social influence of Facebook, many Panhellenic communities are leery of this tool in fear that it can be used to reveal the affiliation of these women. I find it unfortunate that rather than trying to come up with a viable solution to allow for recruitment counselors to use Facebook to connect with potential new members, many communities simply ban the use of Facebook by requiring all disaffiliated women to deactivate their account during the process.

Through Facebook communication, Recruitment Counselors have the ability to communicate with potential new members prior to the semester in which recruitment begins. They can communicate, answer questions, or even create a Facebook group just for their recruitment group, and start to form friendships and relationships both with and between members of their recruitment group. I hypothesize that this connectedness, which should foster greater relationship development, will make the formal recruitment process much easier for our potential new members, thus increasing retention through the process.

This resource is intended as a guide for Recruitment Counselors to utilize the privacy options within Facebook to keep their affiliation private, while still utilizing the power of Facebook to enhance the Panhellenic recruitment experience. The ultimate goal is to create a Facebook account that does not reveal a recruitment counselors affiliation to potential new members, yet still allows them to communicate with the friends they already have on Facebook.

Step One: Hide Your Affiliation in Your Profile

You will want potential new members to see your profile. It's important for them to know basic information about you, what your interests are, and how to contact you. This is the simplest step in the process. Scan your profile to make sure that there are no references to your sorority. Be sure to check the following areas:

- Activities and Interests – If you "like" your chapter or HQ's Facebook page, it will show up here.
- Basic Information / About You – You may have chosen to mention your organization when describing yourself.
- Contact Information – Make sure your contact information doesn't reveal your affiliation. For example, if your twitter url is twitter.com/DZgrrl, this is a problem.

To remove these items, simply click "edit" on the top right corner of the information block.
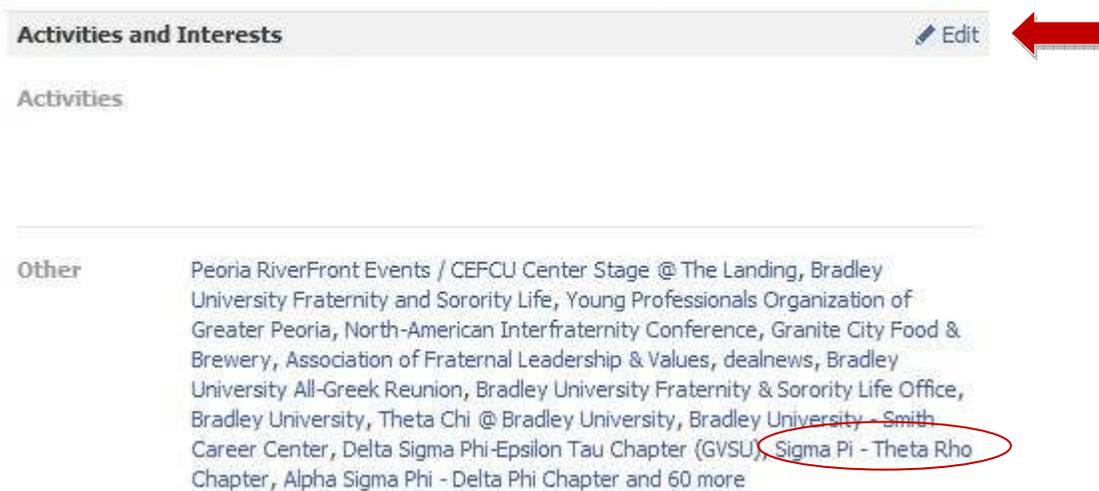
Activities and Interests   ✐ Edit

Activities

Other   Peoria RiverFront Events / CEFCU Center Stage @ The Landing, Bradley
University Fraternity and Sorority Life, Young Professionals Organization of
Greater Peoria, North-American Interfraternity Conference, Granite City Food &
Brewery, Association of Fraternal Leadership & Values, dealnews, Bradley
University All-Greek Reunion, Bradley University Fraternity & Sorority Life Office,
Bradley University, Theta Chi @ Bradley University, Bradley University - Smith
Career Center, Delta Sigma Phi-Epsilon Tau Chapter (GVSU), Sigma Pi - Theta Rho
Chapter, Alpha Sigma Phi - Delta Phi Chapter and 60 more

A dialogue box will appear, which will allow you to select which interests to remove. Click on "Show Other Pages".
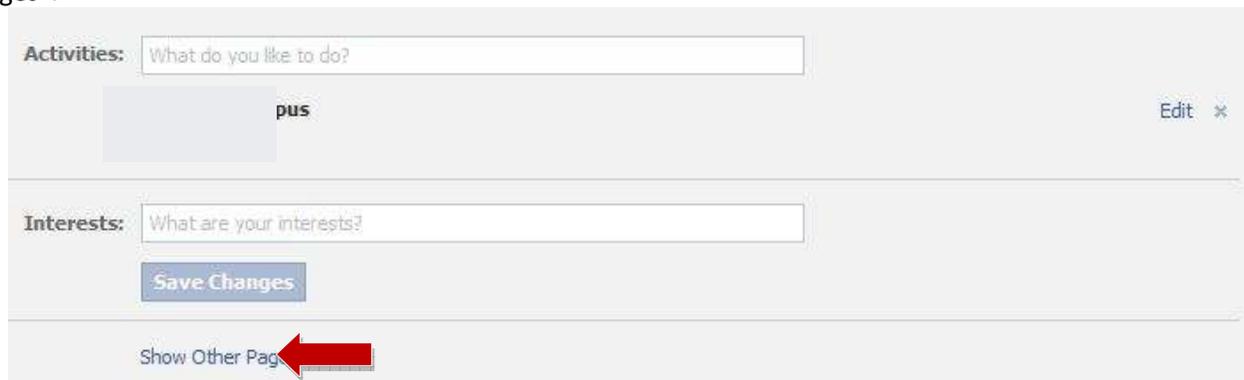
Activities: What do you like to do?

                    pus   Edit ✕

Interests: What are your interests?

   Save Changes

Show Other Pag

This will bring up a list of all of the pages you have "liked". Go through this list, and remove anything that reveals your affiliation.

Bonus Tip: You can keep your own chapter/HQ as a "like", as long as you also like every other chapter/HQ on your campus.

Step Two: Create a Photo Album Just for Recruitment

This photo album will serve as the solo photo album available for a potential new member to browse. Fill this album with photos of you by yourself, you with your family, or you with non-Panhellenic women. Make sure your photos are tasteful, and properly reflect your personality.

Lastly, make sure you have a quality headshot to use as your profile picture, and include it in this album. When you friend request these potential new members or vice versa, they should see a simple photo of your face.

Step Three: Create a Friends List for Non-Recruitment Contacts

Lists allow you to control what information is revealed to certain groups of your Facebook friends. This will be the most important feature that we use. First, you will create two new friends list; for the purposes of this document, we'll call them Non-Recruits and Potential New Members.

Your Non-Recruits list will consist of all of your Facebook friends which you will allow to see your profile, pictures, status updates, etc. People who view this information will be able to see your affiliation based off your photos, friends, or wall posts. Therefore, be very careful with whom you put on this friends list. These people need to be trusted to not reveal your affiliation. I would suggest limiting this access to family members, sorority sisters, fellow recruitment counselors, etc.

Ultimately, it should be determined by the College Panhellenic Council who should, or should not have access to this information. To be absolutely certain, a College Panhellenic Council may choose to have a Recruitment Counselor place all of their Facebook Friends on the Potential New Members list to be absolutely certain that affiliation will not be revealed.

To create this friends list, first click the "Account" drop down arrow on your home screen, then choose "Edit Friends".

This will bring you to the screen below. Click the "Create a List" button at the top of the screen.
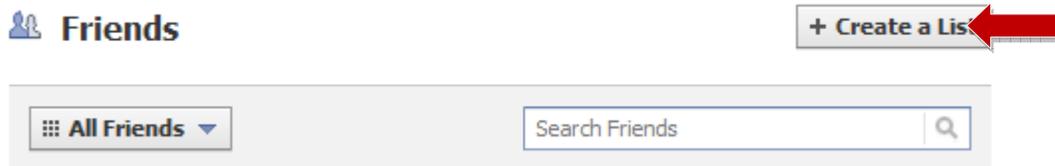
From this screen you will create your two friends lists; Non-Recruits and Potential New Members. Enter "Non-Recruits" for your list name, and select all friends which your Panhellenic Council has determined can be on this list. Once selected, click the "Create List" button to save your list.
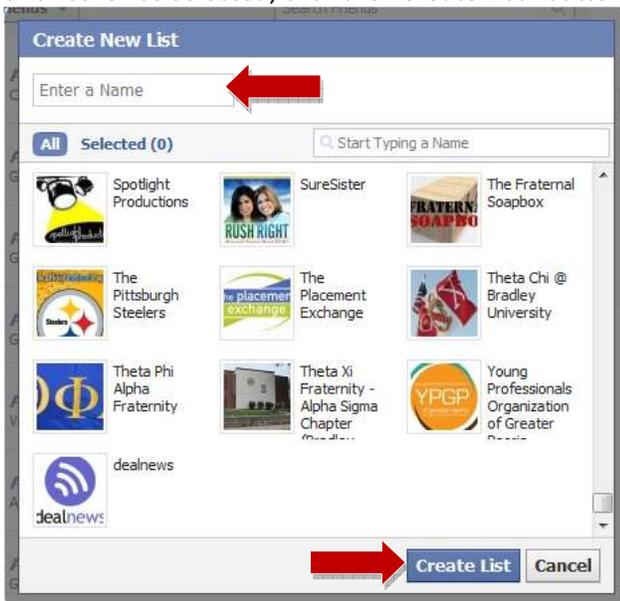
Repeat this process for your Potential New Members list. This list should consist of every non-affiliated woman on your campus, as well as any individuals which your Panhellenic Council requires to be on this list.

It is important to note that these two lists are mutually exclusive. No friend should be included on both lists.

Step Three: Limit the Access of Your Potential New Member List

Your privacy settings will allow you to control what elements of your Facebook presence potential new see. This step will ensure that you can communicate with potential new members, without revealing your affiliation.

Under the "Account" drop down on your home screen, choose "Privacy Settings".

This will bring you to your privacy settings. Choose the "Custom" option, then choose "Customize Settings".
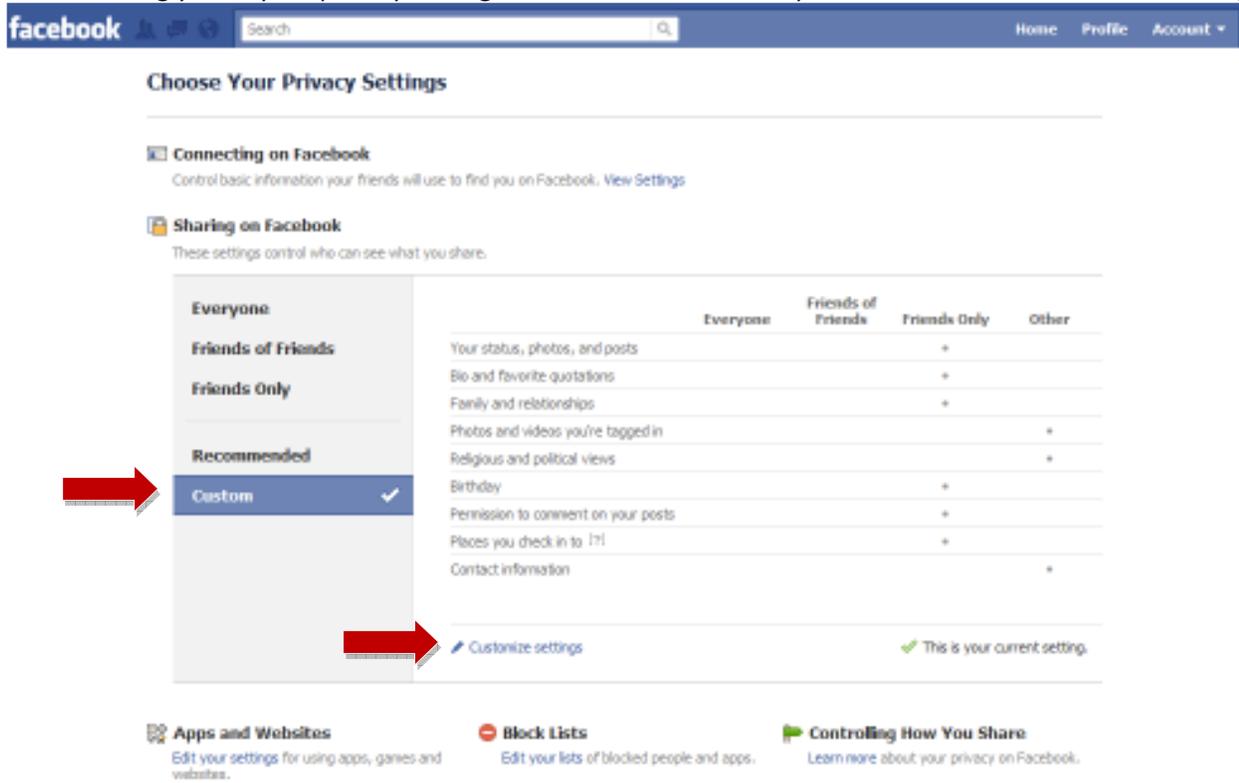
From this screen, you can choose which Facebook features to hide from your Potential New Members list.

Identify which items you will need to hide from your potential new members. Click the drop down arrow on any of these boxes, then choose "Custom".

From the next screen, you will choose to hide this information from your potential new members friends list, by typing "Potential New Members" in the box labeled "Hide this from…These people:".

Click "save" and this information will now be hidden from all potential new members.

If you followed step one, your profile should already be devoid of anything that would reveal your affiliation. Accordingly the following items should not need to be hidden: Family, Relationships, Interested in, Bio and favorite quotations, Birthday, Address, IM screen name, e-mail address and phone number.

> **Bonus Tip:** Though not necessary, it would be good practice to hide your religious and political views from potential new members. Remember, if you wouldn't talk about a topic during recruitment, you shouldn't have it on your Facebook.

The following items should be hidden from potential new members:
- Posts by me – If left visible, potential new members would be able to look back through every wall post you have ever made. It's very likely one of these posts would reveal your affiliation.
- Places you check into – Much like your posts, your check-ins at your chapter house would be visible to potential new members.
- Photos and videos you're tagged in – You can't rely on other people to hide your affiliation. Disable this feature
- Permission to comment on your posts – Disable this feature for potential new members.
- Can see wall posts by friends – You can leave "Friends can post on my wall" enabled, as long as you hide this information from potential new members.
- Friends can check me into places – Disable this feature. If another person tags you in a check-in, you may be unknowingly revealing your affiliation.

Depending how many photo albums you may have, this next step could be tedious. From the same "Customize Settings" screen, click the link that says, "Edit privacy settings for existing photo albums and videos."

This will bring up a listing of all of your photo albums, and videos. You will need to hide every single photo album except for the album you have already created in step two. If you have any videos that would reveal your affiliation, hide them as well. To hide these items, click the drop down arrow under each album, then choose the "Custom" option.
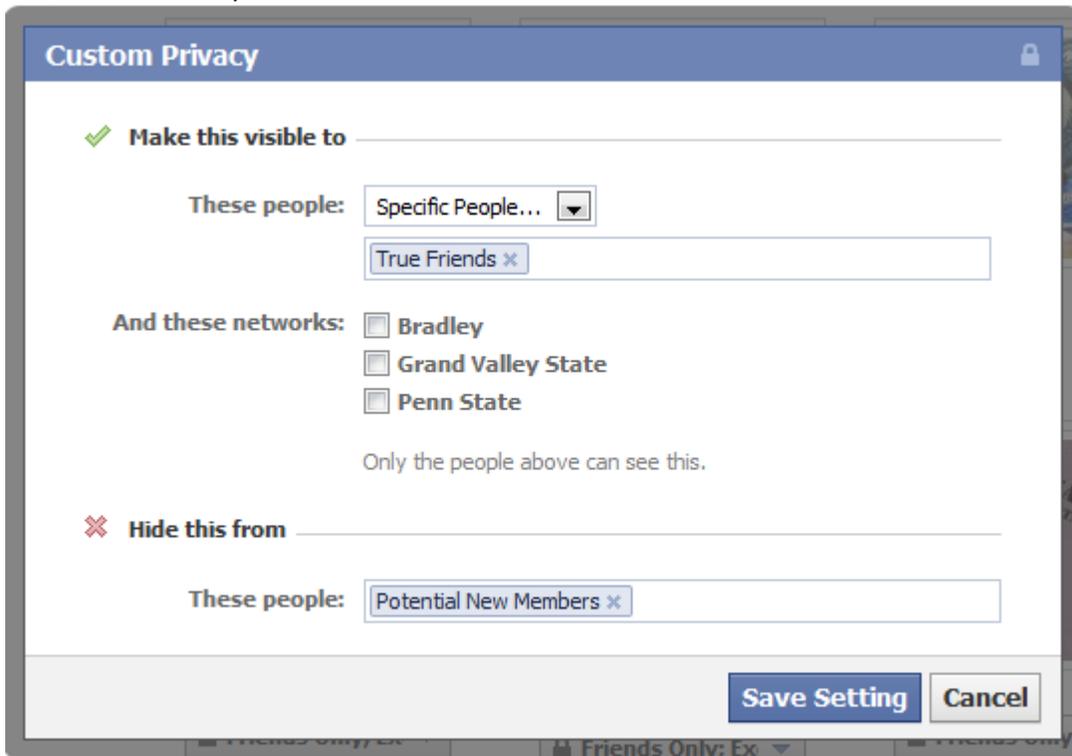
The next screen will look exactly the same as the one displayed in step three. Choose to hide each album and/or video from your Potential New Members list.

Step Four: Hide Your Friends List

Even if you have friends in every chapter on campus, chances are that a large portion of your Facebook friends belong to your own organization. Hiding your friends list will ensure that any potential new members with strong investigation skills will not be able to reach this conclusion.

First, go back to your privacy settings.

This will bring you to your privacy settings. Click the "View Setting" link under the heading "Connecting on Facebook"

Choose Your Privacy Settings

Connecting on Facebook
Control basic information your friends will use to find you on Facebook. View Settings

Sharing on Facebook
These settings control who can see what you share.

	Everyone	Friends of Friends	Friends Only	Other
Your status, photos, and posts				•
Bio and favorite quotations			•	
Family and relationships			•	
Photos and videos you're tagged in				•
Religious and political views				•

Everyone

Friends of Friends

Friends Only

Recommended

You will now be able to set the "See your friends list" option to exclude your Potential New Members list.

Choose Your Privacy Settings ▶ Connecting on Facebook

◀ Back to Privacy   Preview My Profile

Your name, profile picture, gender and networks are visible to everyone (learn more). We also recommend setting the other basic settings below open to everyone so friends can find and connect with you.

🔍 **Search for you on Facebook**	This lets friends and family find you in Facebook search results. Set this to Everyone or you could miss friend requests.	🔒 Everyone ▾
👥 **Send you friend requests**	This lets you receive friend requests. Set this to Everyone to avoid missing out on chances to connect with people you know.	🔒 Everyone ▾
💬 **Send you messages**	This helps you make sure you know people before adding them as friends.	🔒 Everyone ▾
👥 **See your friend list**	This lets you connect with people based on friends you have in common. Your friend list is always available to applications and your connections to friends may be visible elsewhere.	🔒 Bradley, Friends ▾
💼 **See your education and work**	This helps you connect with classmates and colleagues, and discover new professional opportunities.	🔒 Bradley, Friends ▾
🏠 **See your current city and hometown**	This helps you get in touch with neighbors and old friends. Note: you can separately control how you share places you check in to on the main privacy page.	🔒 Everyone ▾
✏️ **See your likes, activities and other connections**	This lets you express your interests and experiences, and connect with people who like the same things you do.	🔒 Bradley, Friends ▾

Step Five: Test Your Work

If you have done everything correct up to this point, your Facebook page should be customized to a level that allows potential new members to interact with you, but will not reveal your affiliation. To ensure that this is the case, test your work using the "Preview My Profile" feature.

First, choose any of your Facebook friends, and apply the "Potential New Member" label to them using the process outlined in step two.

Next, go back to your privacy settings, and again choose customize settings.

Click the "Preview My Profile" button.

Next, type in your friend's name that you identified as a potential new member for testing purposes.

This is how your profile looks to most people on Facebook

Preview how your profile appears to a specific person: | Start typing a friend's name | ◀ Back to Privacy Settings
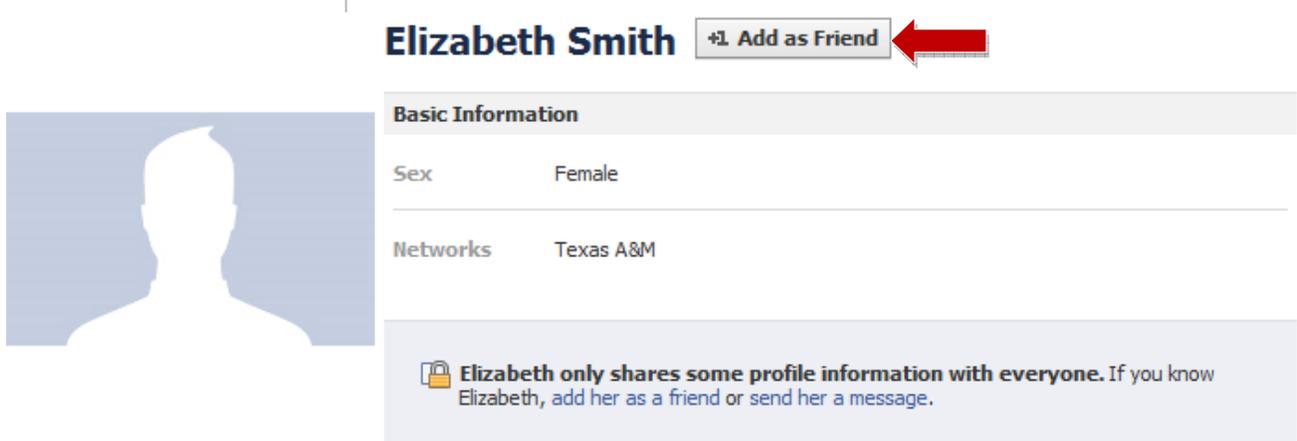
You will then see what your profile looks like to anyone listed as a potential new member. Make sure that everything looks correct, that you are sharing the correct information, and hiding anything that may reveal your affiliation. If anything is not correct, repeat the previous steps until everything is correct.
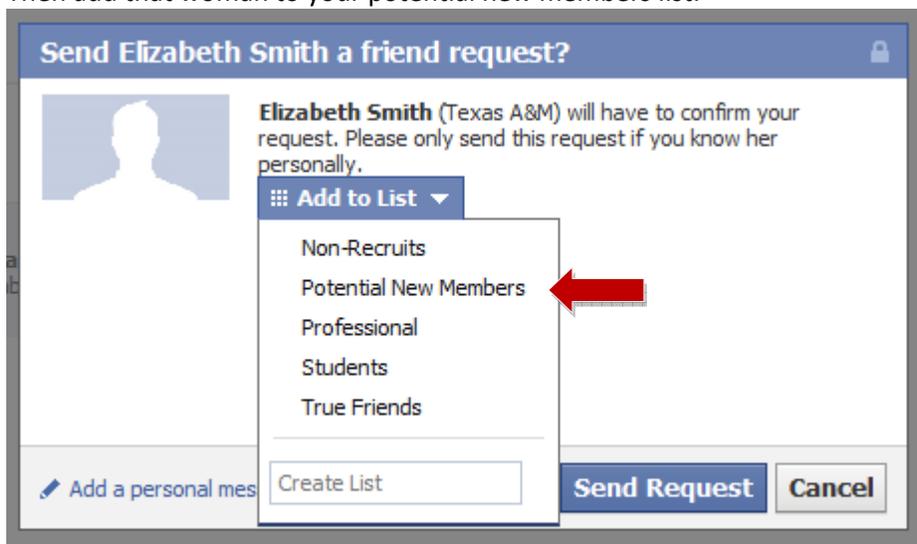
Step Six: Adding New Friends

Now that you have your profile set up correctly, and your friends list established, you will need to ensure that anytime you add or accept a new friend, you are adding them to the correct friends list.

If you want to friend a potential new member, simply find their profile, click the "Add as Friend" button.

Elizabeth Smith +1 Add as Friend

Basic Information

Sex   Female

Networks   Texas A&M

🔒 **Elizabeth only shares some profile information with everyone.** If you know Elizabeth, add her as a friend or send her a message.

Then add that woman to your potential new members list.

Send Elizabeth Smith a friend request? 🔒

Elizabeth Smith (Texas A&M) will have to confirm your request. Please only send this request if you know her personally.

▦ **Add to List** ▼

Non-Recruits

Potential New Members

Professional

Students

True Friends

Create List

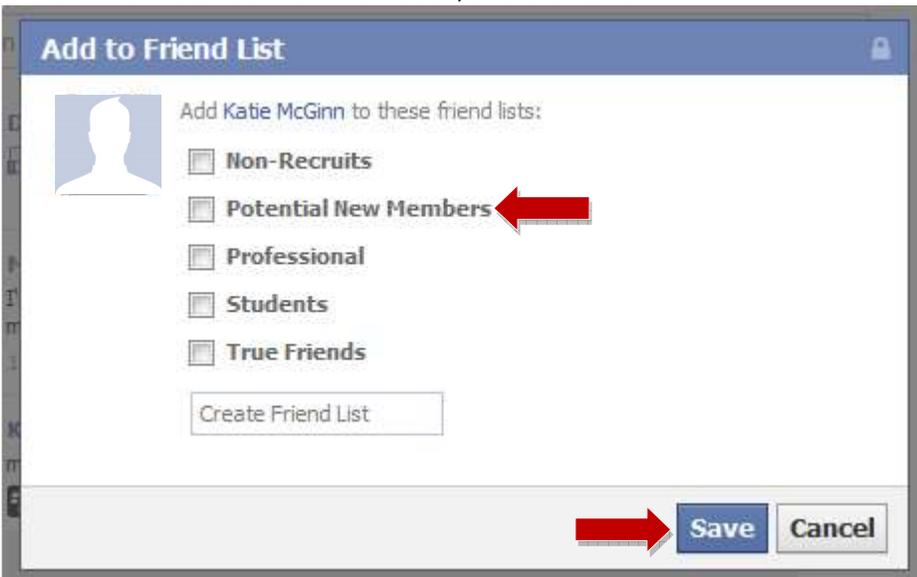✎ Add a personal mes... | **Send Request** | **Cancel**

If you receive a friend request from any potential new member, simply click "Confirm",

then "Add to List",
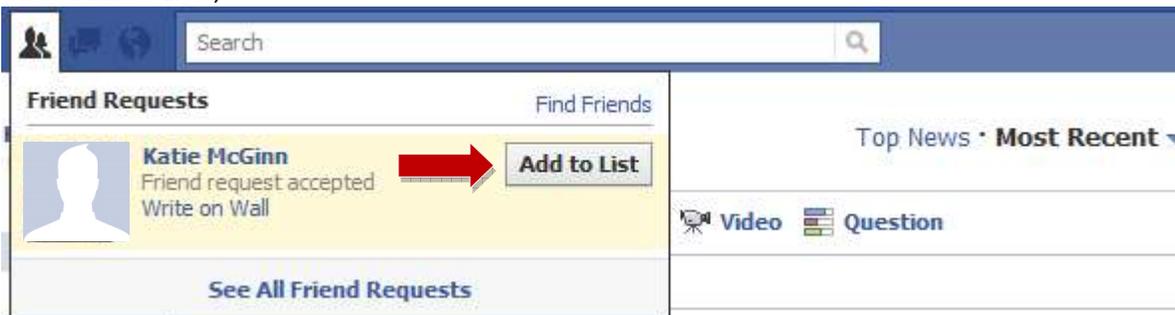
and choose "Potential New Members", and click save.

If you follow these instructions and take the necessary precautions within your Facebook profile, you should be able to interact with potential new members without fear of revealing your affiliation. Best of luck with recruitment, and I hope this guide was helpful to you!

Note: I can note guarantee that by following this guide your affiliation will not be compromised. Facebook privacy is constantly changing, and it is the responsibility of the individual to ensure that their profile remains in accordance with their Panhellenic recruitment rules. Accordingly, I assume no responsibility should your affiliation be revealed through Facebook.