

DELTA SIGMA PI SOCIAL MEDIA CONTENT SCHEDULE

The holidays and monthly recognitions presented in this document are the days and topics Delta Sigma Pi will recognize/post on their social media platforms. We will continue to update this document and try to recognize major holidays from various religions and backgrounds from our brothers.

If chapters are struggling to create their own original content, the chapter page is invited to share content from the official Delta Sigma Pi page.

Be sure to check the notes on each slide for additional post ideas and the end of the document for additional tips and best practices.





JANUARY

National Mentoring Month
National Thank You Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Years Day 	2 National Motivation and Inspiration Day	3	4	5	6	7 Mahayanna New Year
8 National Vision Board Day	9	10	11	12	13 Presidents' Academy 	14 Presidents' Academy
15 Presidents' Academy	16 Martin Luther King, Jr. Day 	17	18	19	20	21
22 Lunar New Year	23	24	25	26	27	28
29	30	31				




FEBRUARY

Black History Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 Groundhog Day 	3 Black History Month Alumni Reception – Grand Rapids	4
5	6 Achieving Alignment with Your Supervisor Webinar	7	8	9 Alumni Reception – Kansas City	10 South Central LEAD Provincial Conference	11 South Central LEAD Provincial Conference
12 South Central LEAD Provincial Conference Volunteer Leadership Training – Kansas City	13	14 Valentine’s Day Harold Jacob’s Birthday 	15 Nirvana Day	16 Chapter Advisor Virtual Roundtable District Director Virtual Roundtable	17 Northeastern LEAD Provincial Conference	18 Northeastern LEAD Provincial Conference
19 Northeastern LEAD Provincial Conference Volunteer Leadership Training - Newark	20 Presidents Day 	21 Mardi Gras 	22 Ash Wednesday	23	24 North Central LEAD Provincial Conference Alumni Reception – Indianapolis	25 North Central LEAD Provincial Conference
26 North Central LEAD Provincial Conference Volunteer Leadership Training – Indianapolis	27	28				

MARCH

Women's History Month
National Development Disabilities Awareness Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 World Compliment Day	2	3 Southern LEAD Provincial Conference	4 Southern LEAD Provincial Conference
5 Southern LEAD Provincial Conference Volunteer Leadership Training – Knoxville	6 National Ritual Celebration Week Magha Puja Day Alumni Chapter Best Practices and Officer Roundtable	7 National Ritual Celebration Week	8 National Ritual Celebration Week Holi International Women's Day	9 National Ritual Celebration Week Alumni Reception - Bellevue	10 National Ritual Celebration Week Western LEAD Provincial Conference	11 Western LEAD Provincial Conference
12 Daylight Savings Time Western LEAD Provincial Conference Volunteer Leadership Training – Bellevue	13 Fraternity Board Meeting	14 Pi Day Alumni Reception – Portland 	15	16	17 St. Patrick's Day 	18
19	20 First Day of Spring 	21 The Power of Positivity Webinar	22	23 Start of Ramadan	24	25
26	27	28 Strategic Planning for Your Chapter Webinar	29	30 Leadership Foundation Board of Trustees Meeting	31	

APRIL

Sexual Assault and Prevention Awareness Month
Arab American Heritage Month
Celebrate Diversity Month
National Volunteer Month
National Alcohol Awareness Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 April Fools
2 Palm Sunday	3	4	5 Passover Begins	6	7 World Health Day Good Friday	8
9 Easter 	10	11	12	13 Passover Ends	14	15
16	17	18 Tax Day	19	20 Alfred Moysello Birthday	21	22 Earth Day 
23	24	25 Alumni Day	26	27	28	29/30

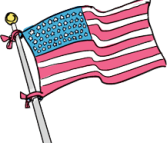

MAY

Mental Health Awareness Month Asian Pacific Islander Heritage Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 National Teacher Day	3	4 National Day of Prayer	5 Cinco De Mayo 	6
7	8	9	10	11	12	13
14 Mother's Day 	15 International Family Day	16	17	18	19 Vesak-Buddha Day	20
21 Alexander Makay birthday World Day for Cultural Diversity for Dialogue and Development	22	23	24	25	26	27
28	29 Memorial Day 	30	31			

JUNE

LGBTQ Pride Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 World Environment Day 	6	7	8	9	10
11	12 Red Rose Day 	13	14 Flag Day 	15	16	17
18 Father's Day 	19 Juneteenth	20	21 Indigenous Peoples Day First Day of Summer	22	23	24
25	26	27	28 Eid al-Adha	29	30	

JULY





SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1/2	3	4 Independence Day 	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19 Islamic New Year	20	21	22
23	24	25	26	27	28	29
30 International Day of Friendship 	31					

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16 Grand Chapter Congress 	17 Grand Chapter Congress	18 Grand Chapter Congress	19 Grand Chapter Congress World Humanitarian Day 
20 Grand Chapter Congress	21	22	23	24	25	26 Women's Equality Day 
27	28	29	30	31		

SEPTEMBER

National Suicide Prevention Awareness Month
National Hispanic Heritage Month (9/15-10/15)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 College Colors Day	2
3	4 Labor Day 	5 International Day of Charity 	6	7 Henry Tienken Birthday	8	9
10 National Suicide Prevention Awareness Week World Suicide Prevention Day	11 National Suicide Prevention Awareness Week 9/11	12 National Suicide Prevention Awareness Week	13 National Suicide Prevention Awareness Week	14 National Suicide Prevention Awareness Week	15 National Suicide Prevention Awareness Week Rosh Hashanah	16 National Suicide Prevention Awareness Week
17 National Hazing Prevention Week	18 National Hazing Prevention Week	19 National Hazing Prevention Week	20 National Hazing Prevention Week	21 National Hazing Prevention Week	22 National Hazing Prevention Week	23 National Hazing Prevention Week First Day of Fall 
24 Yom Kippur 	25	26	27	28 Mawlid of the Prophet	29	30

OCTOBER

National Disability Employment Awareness Month
 Breast Cancer Awareness Month
 National Depression and Mental Health Screening Month
 National Hispanic Heritage Month (9/15-10/15)
 LGBTQ History Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Mental Illness Awareness Week	2 Mental Illness Awareness Week	3 Mental Illness Awareness Week	4 Mental Illness Awareness Week	5 Mental Illness Awareness Week	6 Mental Illness Awareness Week Chicago LEAD School	7 Mental Illness Awareness Week Chicago LEAD School
8	9	10 World Mental Health Day 	11 National Coming Out Day 	12	13 Atlanta LEAD School	14 Atlanta LEAD School
15 National Collegiate Alcohol Awareness Week Collegian of the Year Nomination due	16 National Collegiate Alcohol Awareness Week	17 National Collegiate Alcohol Awareness Week	18 National Collegiate Alcohol Awareness Week	19 National Collegiate Alcohol Awareness Week	20 National Collegiate Alcohol Awareness Week	21 National Collegiate Alcohol Awareness Week Make a Difference Day
22	23	24	25	26	27	28
29	30	31 Halloween 				




NOVEMBER

Military Families Appreciation Month
 Native American Heritage Month
 National Scholarship Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Dia de los Muertos All Saint's Day 	2 All Soul's Day	3 Denver/Greenwood Village LEAD School	4 Denver/Greenwood Village LEAD School
5 Daylight savings time ends	6	7 Founders' Day	8 First Generation College Celebration Day 	9	10	11 Veterans Day 
12 Diwali 	13 World Kindness Day 	14	15	16	17 International Students Day	18
19	20	21	22	23 Thanksgiving 	24	25 Small Business Saturday
26	27	28 Giving Tuesday	29	30		

DECEMBER

Universal Human Right Month
National Write a Business Plan Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3 International Day for Persons with Disabilities	4	5	6	7 Start of Hanukkah 	8	9
10	11	12	13	14	15	16
17	18	19	20	21 First day of winter 	22	23
24	25 Christmas 	26 Start of Kwanzaa 	27	28	29	30/31 New Years Eve 

DELTA SIGMA PI SOCIAL MEDIA

We encourage members to like official Delta Sigma Pi pages/social media platforms for official updates from the Fraternity

- Instagram: <https://www.instagram.com/deltasigmapi/>
- Facebook: <https://www.facebook.com/DeltaSigmaPi>
- Twitter: <https://twitter.com/deltasigmapi>
- LinkedIn: <https://www.linkedin.com/company/delta-sigma-pi/>
 - LinkedIn Official Group: <https://www.linkedin.com/groups/1224387/>

CHAPTER GUIDELINES

Your Chapter Accounts

- Chapters should use pages and professional page-groups, not personal profiles
 - Instagram: DeltaSigmaPi_School/UniversityUsername and Delta Sigma Pi School/UniversityUsername (Example: DeltaSigmaPi_NorthwesternU and Delta Sigma Pi Northwestern University)
 - Facebook: Delta Sigma Pi – University Name (Example: Delta Sigma Pi – University of Central Florida)
 - Purpose includes: communicating with alumni, sharing service events, spotlighting brothers/activities
 - Twitter: @DSP_School/UniversityUsername and DSP_School/University Name (Example: DSP_NorthwesternU and DSP_Northwestern University)
- Update your social media account in the Hub for Tier 2 credit—Chapter Website Update form
- Use visually appropriate profile picture
 - Fraternity Seal
 - Chapter service event picture
- Make sure the “about” section accurately reflects the national organization and local chapter

CHAPTER GUIDELINES

Content Suggestions

- Post for: holidays, chapter events, finals, birthdays of members (with permission), brother of the week/month, “where are they now” alumni updates, members achieving Dean’s list, giving cords/roses to seniors, job opportunities, executive committee updates, our Founders’ Day, chapter’s anniversary, Alumni Day, Make a Difference Day, sponsors, Active Brother Spotlights answering questions like “Why do you enjoy being in DSP?” and Faculty Members/Initiates
- Promote and recap professional, service, social, scholarship, fundraising and recruitment events
- Share the College/School of Business posts, the University’s posts and Delta Sigma Pi’s posts
- Share content about attending a national event (LEADs, Grand Chapter Congress, Presents’ Academy, etc.)

CHAPTER GUIDELINES

Best Practices

- Tag business school, other chapters in attendance and leaders in posts and photos
- Use business school hashtag or institution hashtag
- Use photos and links if a website or landing page is available and appropriate
- Post videos whenever possible
 - Video content ideas include: member spotlights, service events, fundraising opportunities, etc.
- Promote other chapter accounts and website
- Create events and invite fellow brothers and non-members when appropriate
- Post 2-5 times per week
- Have someone else in the Fraternity proofread content before posting
- Tag Delta Sigma Pi official pages in posts and stories when appropriate
- Use proper logos, colors, and terminology
 - Refer to dsp.org/logos

CHAPTER GUIDELINES

What to Avoid

- Delta Sig is an incorrect abbreviation for Delta Sigma Pi. Our name is abbreviated as Deltasig.
- Jargon and slang—NIB, Crossing, etc.
- The term “rush”—we recruit and select worthy candidates
- Sharing Fraternity Ritual
- Photos with alcohol, cups, or paddles
- Hand signs – the fraternity does not acknowledge hand signs

Logistics

Posts should be scheduled and reviewed—give access to the President, VPAR and anyone else directly responsible for the chapter’s social media presence. Ensure one officer is actively posting and/or coordinate between officers to avoid overlap/repeat posts. Perception and audience should always be considered. Always be sure to portray our professional image. Try to schedule posts weeks in advance.