

Content Strategy Report

For Kappa Psi Epsilon Sorority, Inc. - Gamma Chapter



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1.0 Executive Summary

1.1 Goal

This digital content strategy report aims to provide suggestions to Kappa Psi Epsilon Sorority, Inc. (KPE) in hopes to build a better connection with the UC Davis students whom are interested in joining the organization. This is accomplished by the analyzation their target audience, their website and social media, and through the comparison of their sister chapters and other social/cultural organizations at UC Davis.

1.2 Change

To ensure that KPE's values and philanthropy is accurately represented on social media, we suggest that all platforms must be equally maintained by staying up-to-date with relevant information. Particularly, the website needs to include more visuals to engage viewers and information that accurately reflects the current members.

2.0 Audience Analysis

To analyze what works and what doesn't with regards to the KPE Gamma Chapters web presence, we conducted an audience survey. For the purpose of this analysis, we considered the audience to be current and prospective members of KPE. Based on these results, we created an action plan for the Gamma chapter to help maximize their social media footprint and restructure the architecture of their website.

As seen in Figure 1 below, many people indicated dissatisfaction with the images and design of the website. While users were generally satisfied with the description of the sorority placed on the homepage, they were dissatisfied with the aesthetics of the page. Respondents reported that the background color and font size impeded the flow and comprehension of the home page.

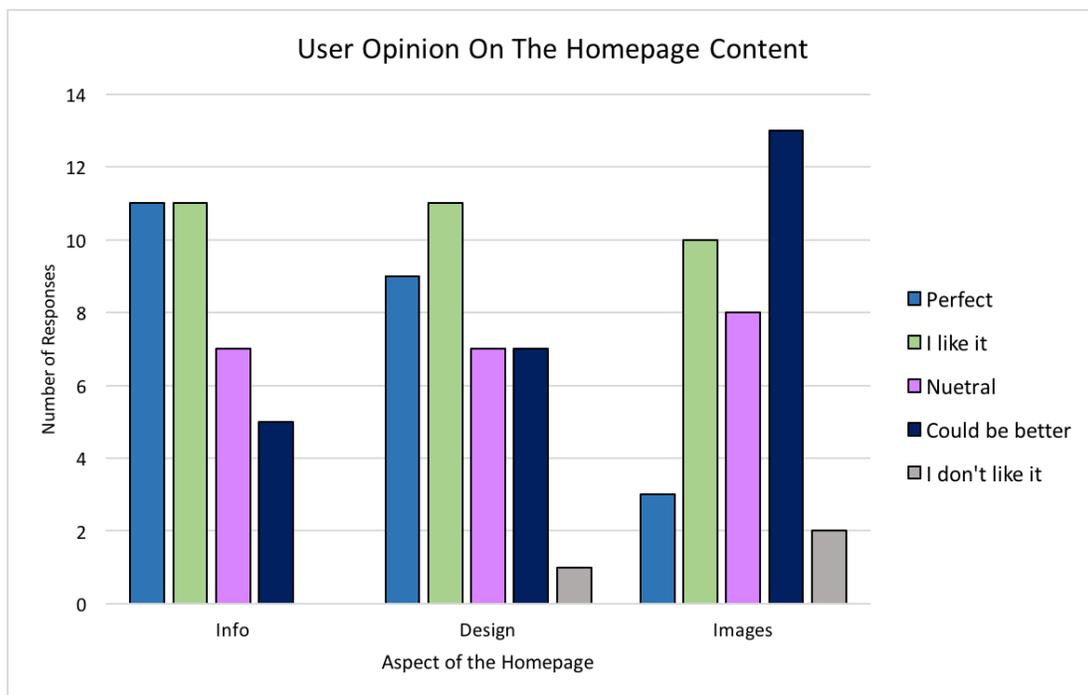


Figure 1. A depiction of the responders from the survey's opinion on the content and design of the KPE Gamma Chapter's homepage. A total of 33 people responded, with some indicating multiple opinions on one aspect.

When prompted for specific comments regarding improvements that could be made to the homepage to make it more user friendly, the most common response was that it would be helpful to add pictures of current members and past events to the page. Additionally, users would like to see information on news or events that might be upcoming that they could attend. It was also suggested that the links to other social media be more prominently displayed on the homepage as well.

Many of the comments centered on the readability of the content on the homepage. The webpage is a vibrant burgundy with smaller black text, and many users said it was difficult to read. One specific comment made was that it would be helpful to change the text to a white

stroke and lower the vibrancy of the background to make it more readable to the user. Another comment made by multiple responders was that the image displayed on the homepage was confusing. The image is the sorority's symbol, but prospective members of the sorority would not immediately know this. This image would be better fit in an 'About' page.

As seen in Figure 2 below, the survey revealed that 49% of respondents prefer Instagram over any other form of social media. This result mirrors the Gamma Chapter's activities, as Instagram is their most frequently updated social media outlet. Instagram appears to be the most desirable and efficient way to engage with the audience. To increase traffic on the website, the sorority should update the content more frequently and advertise it to its members through Instagram.

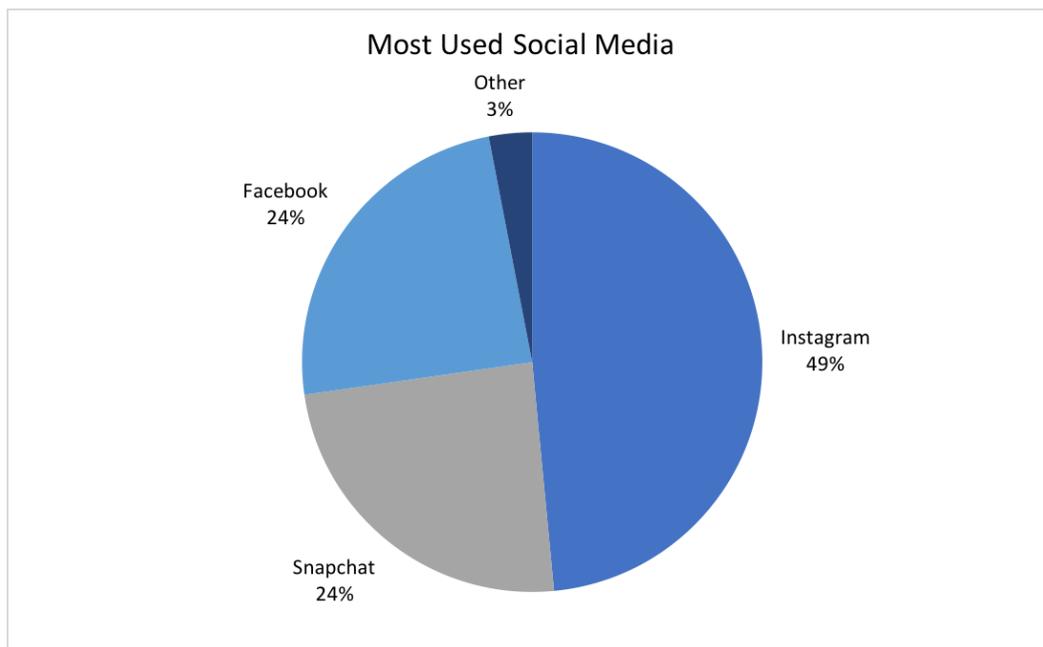


Figure 2. The distribution of user's preferred social media site, with the majority preferring Instagram to other options.

All of the participants of the survey that are currently members of KPE responded that they rarely, if ever, use their website. When asked how they learned about Greek life in general, the majority of users responded that they learned about it from a combination of friends and events held by the organizations, as seen in the figure below. However, while users initially learn about the sorority through friends and information events, such as tabling during rush week, users indicated that they go on to the sorority website to learn more about the organization and other events.

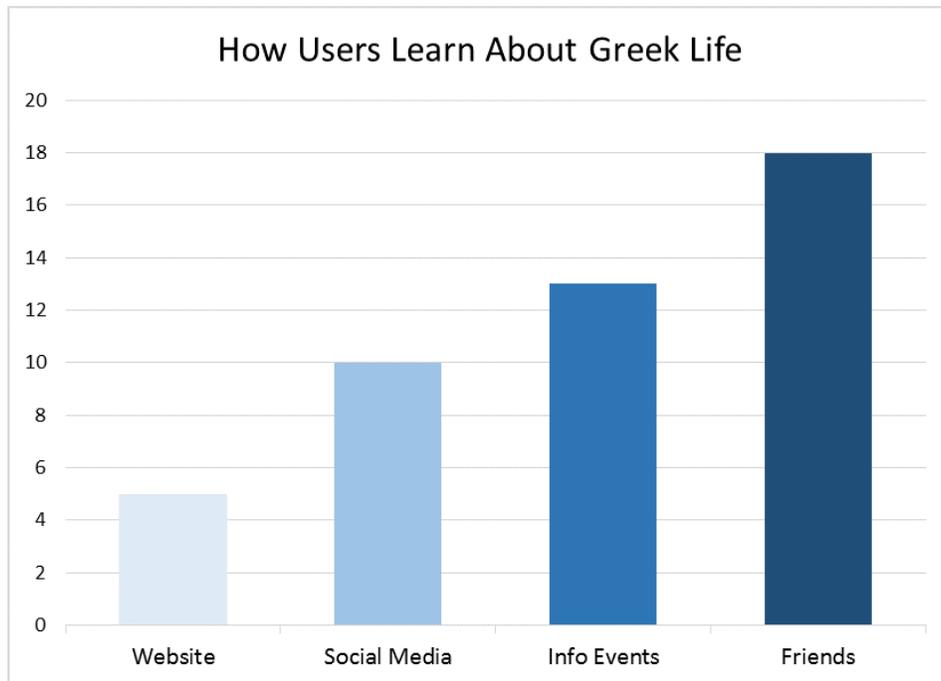


Figure 3. The ways in which users learned about Greek life, with the 33 responders of the survey indicating multiple methods used.

When asked what specifically they go to a sorority website for, users responded that they look at the website for information on the organization as a whole. When rushing for the sorority, they would go on to look for events that they go to, news, and photos of current and past members and events. When we asked what users looked for in a sorority, they responded that they look for the mission statement, values, philanthropy, and culture of the sorority. This indicates that this information should be front and center of the homepage of the website for prospective members to see. Currently on the front page of the website is a symbol that holds no meaning to prospects, a summary of the organization and its culture, with a link to the mission statement underneath.

3.0 Competitive Analysis

3.1 Sister Chapters

To analyze how KPE should change or improve their presence online and in social media, we looked at sister chapters of KPE at CSU Long Beach (Alpha Chapter), UCLA (Delta Chapter), and CSU Sacramento (Epsilon Chapter). Looking at the sister chapters' content allows us to see how the KPE website and social media accounts compare, and how they should change to fit what their audience looks for. Although all of the accessible social media accounts are similar to one another, the webpages of Alpha, Delta and Epsilon are vastly different from Gamma's.

When looking at the homepage of the websites for the other chapters, several aspects of the website stood out. There was a rolling slideshow of members and past events at the top of

the page to display the personality, philanthropy, and members of the sorority. In the corner, but prominently displayed, would be links to the chapter's social media accounts. Then there would be a summary of the organization, as Gamma Chapter has, as well as news, events, and rush information. The banner at the top of the website would have the Greek Letters in large font, with the organization's motto underneath. It would also have the chapter name and location displayed. The other websites incorporated varying shades of the sorority's official color, burgundy, and made the text more readable by either having the color of the text pop out or setting a separate background for the text itself. Contact information was also given on the main page of the websites.

Each of the other two chapters with accessible websites had an 'About' tab in the taskbar, with subpages being the 'HERstory' tab. The Gamma Chapter website does not have a separate 'About' tab. The 'About' page gives a summary of the sorority, its values, the mission statement, details such as the official colors and motto, and the foundation of the sorority. They also give a list of other chapters, the five cornerstones, the emblem and the seal of the organization, with a quick recruitment message. The 'HERstory' page then goes on to detail the foundation of the sorority, the foundations of that specific chapter, and includes images and another recruitment message.

There is another separate tab of the taskbar labeled 'Sisters', with an 'Active Body'/'Officers' page underneath. The 'Sisters' page displays pictures of alumni, with the graduating class year and group picture. The 'Active Body'/'Officers' page shows pictures of current officers, with their name, position/title, year, major, and favorite quote underneath their picture. Contact information is also present at the bottom of the page.

There is a separate page given for just rush information. On this page there is a list of different events, pictures from past events, this year's rush video, and a theme for this year's rush. There is also contact information for the rush chair on the side of the page. The other chapters also have a 'Contact' page with officer specific contact information in addition to a web form for contact, where the Gamma chapter has no readily available contact information. There are also links to other social media on this page.

Throughout the websites for all of the other chapters there are pictures of the current sisters of the sorority. While it's good that the Gamma Chapter has a 'Gallery' page, there should be more pictures throughout the website, from the main page to the 'Rush' page. This helps users get to know the organization by seeing what their members are doing as part of the organization. While Gamma Chapter's 'News and Events' page is comparable to some of the other chapter, the past events could be described and photos could be woven throughout this page, the 'Gallery' and the main page.

3.2 Other UC Davis Sororities

In addition to analyzing the content of KPE Gamma Chapter's sister sororities, we analyzed the web and social media content of other cultural and social sororities at UC Davis. These sororities serve as an example of how the content for KPE can better cater to the audience specifically at UC Davis. The cultural sorority we looked at was Alpha Kappa Delta Phi (AKDPhi), and the social sororities we looked at were Delta Delta Delta (Tri Delta) and Chi Omega.

The KPE Gamma chapter website has some of the basic information you would expect from a sorority's website, but when compared to the other website which are competing for a similar audience, it falls a bit short. When we looked at the websites of the different cultural and social sororities, we found similar aspects that were not available on the KPE website. For example, all of the sorority's websites had the same tabs at the top of the page such as home, about us, contact us, recruitment, and media. On the other hand, the only tabs on KPE's website which are common with the other websites are home and news. This makes a huge difference for user. Detailed tabs at the top of the page it allows the visitor easily maneuver throughout the website.

Another aspect missing from the KPE website is a recruitment or 'Rush' page. While it does have a tab for "News and events", there is no specific space for someone interested in the sorority to go and see how they can join, or who to contact if they are interested. All of the other sorority websites also include a place which talks about how the club is involved in the community, and the organization's philanthropy. KPE's website could use a place that tells the visitors more about what they do, where they help out, and how the sorority contributes to the community.

4.0 Content Evaluation

4.1 Website

At first sight the KPE website layout seems satisfactory and the design of the website is visually appealing at a first glance. However, the content is a bit lacking - the website has not been updated in a while, and it lacks meaningful content. Its utility suffers in consequence, meaning that people don't visit it often. In fact, all of the people interviewed that are members of KPE said they "rarely" use the website. Though most of the new content is posted on social media, the website could still be used as a base for content that doesn't fit as well on twitter or Instagram or Facebook. A website is also a good place to display pictures and archive events and articles that have to do with the sorority.

The home page of the website is fairly simple, with a short description of the organization and the sorority symbol. There are mixed feelings about the design of the homepage from the audience analysis - 43% of respondents to the survey were either neutral or dissatisfied with its design, and 34% were neutral or dissatisfied with its content. Though the design looks simple, there is not much to grab a new visitor's interest and compel them to look more into what the organization is about. This could include pictures or a short compilation of recent events, though this would require regular updates. The mission statement would elaborates a bit more on the purpose of the organization, but a mission statement is still fairly vague and doesn't provide all the information someone might want about the sorority and it is only linked to on the homepage.

The members and former members of the sorority are shown on the Gamma Chapter Sisters and Active Board tabs. The names and class of the people are listed, but there is also an opportunity to add a short biography of prominent members in order to add a bit of personality to the page. However, it is unclear which pictures refer to current members and which picture refer to past members. The fact that many of the elements of the website haven't

been updated in a while leads to question whether the members' pages had been updated or not. The list of members is one of the most important parts of the website, since it is something that can't easily be put on a Facebook, twitter, or Instagram page.

The content on the page layout is just as important as the content in the main body of the pages. The News and Events page could be useful if it was updated more frequently. The links to the Facebook, Twitter, and Instagram on the bottom tab follow the same format as many other websites, and their icons are recognizable (though the Twitter link is broken). The five links under "Fil-Am at UC Davis" are named MK, FAHC, BRIDGE, FILAH, and PASE. Two of these links are broken (FAHC and PASE) and should be updated. The acronyms for the links give no information as to what they are. Clicking through them reveals that they are all different organizations for the Filipino community.

With all of this information in mind, it is difficult to gauge what audience this website was written for. It is too vague for a newcomer who might be interested in the sorority and might want to know more about it, and it is not practical enough for a member of the sorority who might want to use it as a hub for useful links and information. As of now its purpose of the website is unclear, and it is obviously not used anymore, which means a decision must be made to either remove the website completely, or revitalize it by taking into account what needs it could fulfill.

4.2 Instagram

KPE Gamma chapter created their Instagram in September 2012 and have since logged over 320 posts. The head of public relations for the Gamma chapter curates all of the content and has total control over the account. In 2015 the Gamma chapter started an Instagram "Self-Love" campaign for the month of February which other chapters of KPE now complete on an annual basis as well.

Instagram offers the most extensive glimpse into life at the Gamma chapter in comparison to their other social media and website. As seen in Figure 4 33% of the posts consisted of personal shout out messages, such as commencement congratulations, birthday celebrations, and thank you notes to sisters for their community outreach. The next largest categories of posts correspond to fundraising and cultural events put on by the sorority. The sisters host a booth at picnic day to raise money for the chapter and also participated in bake sales and lumpia sales for typhoon relief funds. The cultural events such as Pinay symposium and FILAM events aim to educate members about Filipino history and culture. The Gamma chapter also participates in community outreach events with a Filipino veteran's center in Sacramento such as their "Veteran Valentine" celebration.

Instagram Post Content

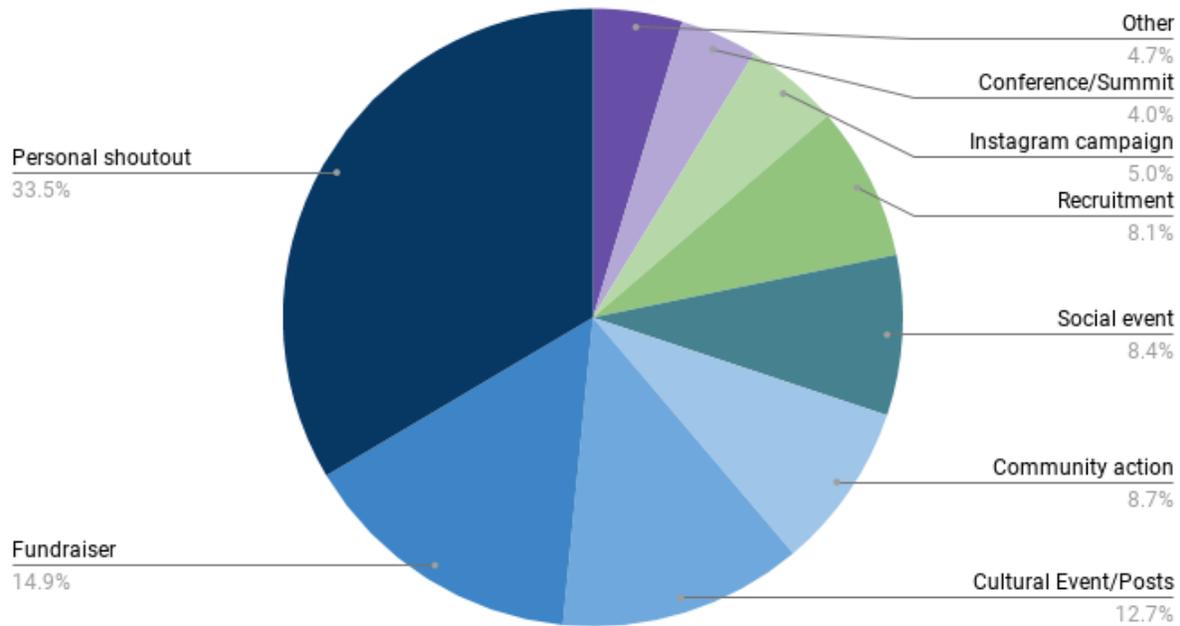


Figure 4. The distribution of the type of posts on the KPE Gamma chapter's Instagram. We went through each of the organization's 322 posts, with the 'Other' category consisting of posts about holidays and academics.

After analyzing and categorizing each Instagram post, *Figure 4* shows that the Gamma Chapter frequently updates the feed with positive, encouraging content consistent with the sorority's mission statement. The Instagram feed strikes a balance between community engagement through hashtags and trends, to cultural events, social events, and community outreach. The Instagram feed can be an example to the sorority on how to improve their other social media platforms.

4.3 Twitter

Kappa Psi Epsilon Gamma Chapter's twitter account was created in September 2009 and has a tweet count of 169. Their most recent post was made on June 10 in 2016, so the organization hasn't updated the account in a while. Another thing to note is that a significant percentage of their most recent posts are just links to their Instagram posts. This can be found a bit redundant content wise for those who follow both their Instagram and Twitter account.

Twitter can be used to update people about a variety of different things. For a sorority, it can be used as a platform to inform their followers on the details of their events, such as the time and where it will take place. They can post daily reminders about upcoming events so that people won't forget about it and posting more about it gives a higher chance to the word being spread so that more people will attend. This doesn't have to be with just their events. They can also post more about sorority meetings and information on how to go about joining during and outside of rush, for those that are interested.

The biggest thing they can work on to make their Twitter account more effective is to keep it differentiated from their Instagram page. Both social platforms have their own advantages and disadvantages over the other, and exposing each of those for both social apps would further increase the Sorority's effectiveness in reaching out and communicating to their followers.

4.4 Facebook

Kappa Psi Epsilon Gamma Chapter's Facebook page provides information to learn more about them, pictures of their members, and details of their upcoming events. Their last post was February 25th, 2018 and they average a few posts a month. The profile includes 7 pages: Home, About, Photos, Events, Videos, Posts and Community. The first is the home page, which displays an overview of each of the other six pages altogether. On the left side is a navigation bar which lists all the specific pages for you to go through.

The About page includes the sorority's mission statement, a short description about the sorority, the history behind how and when it was founded, and their contact information, allowing people to message them on Facebook as well as providing a link to the homepage of their website. This page overall provides a good description of the organization, such as what they're about and why they exist. Providing links to their other social platforms, such as their website, allows people to learn more about them. They should provide links to their Twitter and Instagram pages for those who are interested in following those.

The Photo and Videos page are fairly straight forward. Their photos are organized into albums such as their cover photos, profile pictures, mobile uploads, and timeline photos. The photos could be organized better however. They could put all the pictures from one event into a separate album or even just all the pictures from any event into one event album, just so that the photos are easier to find for someone looking for pictures from a certain event. The Videos page contains only one video, with that being their rush video from 2015-2016.

Next we have the Events page which provides the details and information of the organization's upcoming events. It also lists their past events that include the title of the event, the date, time, number of guests, and where it was located. The list is clear and concise and provides all the information necessary for someone to keep track of and attend the organization's events.

Their Posts page displays everything that they have posted to their timeline. A majority of their posts are flyers and descriptions of upcoming events. The flyers are well designed and provide a nice visual representation on what the event is about. They have also have a few posts of birthday shout outs and occasional updates of their profile/cover pictures.

Finally we have their Community page. This page shows the posts of the people who are associated with the sorority that have been posted or shared to the sorority's timeline. This allows people to see who of their friends are associated with them as well as seeing the support that others have for this organization.

Overall it's nice to see that their Facebook account is still being updated and that they post relatively frequently. It's a great social platform that allows them to interact and connect with others, as well as have people learn more about them and the events that they potentially can attend in support. Everything is delivered well, including their description of who they are,

which makes it easier for those who are learning about them and visiting their page for the first time.

5.0 Suggested Additions

If the website isn't removed, it should be kept up-to-date on time-sensitive content such as news and events, or if that kind of content is removed, at least kept up-to-date in making sure that all the links work and that pictures of the members are updated at least every time the members list changes. It is possible to make a website consisting of content that doesn't have to be updated very often, but there is a minimum standard of website maintenance to keep it functioning.

The first potential change to the website would be to clarify the meaning of the links in the bottom tab. There isn't much room in the bottom tab of the website to explain them, which means that they could be listed in a separate page, where there would also be room to write out the words in the acronym to be more clear. This would clarify what the links were to users.

There are namely two things that the website lacks most in comparison to other websites from the competitive analysis: a description of what the sorority does, with examples, and above all, pictures. Most of the other websites are very visual and not as text-based as the Davis KPE website. The Davis Tri-Delta website, for example, includes pictures and often a short slideshow on every page, and the same goes for the Chi Omega website. Even the KPE websites for UCLA and Long Beach, which are very similar in structure to the Davis chapter website, includes more pictures. This need for more and better pictures is reflected in the audience analysis, where the most discontent was with the images. This kind of content would make the website more aesthetically pleasing and detailed, and can give the viewer more insight as to what the organization is like.

The description of the sorority is also important. The website as it stands does not give much more than the mission statement and a brief history, and the cornerstones are listed but not explained. In particular the "Community Action" cornerstone is an opportunity to showcase the examples of community service and support for local organizations that the sorority may have given. An "about us" tab could be useful in order to write a specific description of the organization without as much worry about keeping it too short. The "HERstory" tab accomplishes this to an extent with the description of the history of the sorority, but the Cornerstones and Chapters lists underneath could have their own pages with more elaboration.

6.0 Content Workflow

Currently the website does not appear to have been updated since February 2015, while Facebook and Instagram are being updated with every new event about once a month. Twitter has not been updated since June 2016 and mostly consists of birthday messages that were once regularly updated. Regular updates help to inform the audience about the present state of the sorority as well as set a professional expectation. We suggest the appointing of a social media and website lead, or an individual to run each account.

6.1 Social Media:

Twitter, Facebook, and Instagram can be followed for regular updates and new content. Keeping this content up to date is important for advertising Kappa Psi Epsilon to prospective members, bringing news to current members, and drawing attention to fundraisers. People are more likely to follow social media pages that are consistently updated with quality content. A Facebook lead should be responsible for weekly posts of photos or updates of social events and fundraisers. An Instagram lead can moderate and keep image posts updated again once a week. A Twitter lead will need to restart updates but can work along with the Facebook and Instagram leads to share new posts, pictures, and events. All leads should promote the platforms to other members and encourage participation among sisters to generate new content that can be posted. All three platforms can share much of their content, so they could be run by a single social media lead if a sister has the time to devote to regular updates. Being a social media lead would be a responsibility of an estimated two hours a week. Updating social media requires participation of the group to generate new content. Sisters should be encouraged to submit potential posts and pictures to the social media lead to maintain a steady stream of content.

6.2 Website:

To update the website we suggest forming a group of 3-5 sisters to make the suggested changes to layout and content. This process should be repeated annually after surveying members for suggested changes and needed content. Either a new website lead, or the same social media lead should be in charge of updating the events and photos pages consistently, as well as the officer page after each election. The content should be already similar to the social media accounts so the regular updates should only take about thirty minutes each week.

7.0 Conclusion

While Instagram and Facebook do have update for events, a more current digital presence is lacking. Social media needs more regular and frequent updates and increased interaction with its audience, while the main website needs a full make-over. According to audience reports the most lacking piece of the current homepage is visuals and photos to draw attention. From the competitive analysis, we saw many other sororities use photos of sisters and events on the homepage to immediately engage the audience. Beyond just visuals, much of the information on the site itself must be updated, from current leaders to upcoming events. Twitter, Facebook and Instagram are more modern and can help engage current members and advertise for recruitment if updated properly. As a group, it must be decided how much time you can reliably put towards content generation. If the website is to be kept, we suggest the creation of a committee to oversee the changes in visuals and information to better reflect the current members. This process could take a couple of days and should be done annually to stay up to date. A group or an individual should also be responsible for weekly updates of social media and the website news feed. The biggest part of staying up to date is generating new content to post regularly and all members should be encouraged to contribute and engage in the process.

Appendix

1. *Content Analysis*

2. *Competitive Analysis*

	Page	Navigation	URL	Content	Comments	Last Updated
Website	Home		https://daviskpsie.wixsite.com/main	Brief description of the organization, link to mission statement. Graphic of a face and symbol	Description is short and a little vague. The graphics on the page don't add much content; not clear if this is an "about us" page or a frontpage. Either the description should be more detailed, or there should be more graphics to give the reader more of an idea of what the sorority is like.	Feb-15
	Mission Statement	Home>Mission Statement	https://daviskpsie.wixsite.com/main/mission-statement	The mission statement of the organization, as introduced by the title above it, "Our Mission Statement."	The page is fairly self-explanatory. It might be a good idea to put the mission statement with the tabs on top of the page instead of as a link on the home page; this makes the organization inconsistent.	
	Herstory	Herstory Tab	https://daviskpsie.wixsite.com/main/herstory	Describes the history of the organization. Page divided into three sections: "Our Herstory," Cornerstones, and Chapters. There is a graphic of the coat of arms of the organization as well.	The history description is a little repetitive and has a few spelling errors, but its content is clear. However, the cornerstones section lists a few of them with no explanation, and could do with a short explanation of each cornerstone. The Chapters list is clear, but its visual representation is a little unimaginative (classic microsoft word bullet points).	
	Gamma Chapter Sisters	Herstory Dropdown>Gamma Chapter Sisters	https://daviskpsie.wixsite.com/main/sisters	Slideshow of group pictures and individual pictures of members.	The format isn't consistent and there is no explanation on the page.	
	Active Board	Active Board Tab	https://daviskpsie.wixsite.com/main/activeboard	Pictures of each of the active board members of the group.	Could have a short bio for each member in order to make page more interesting	
	News & Events	News & Events Tab	https://daviskpsie.wixsite.com/main/news	Lists events for the organization. Events themselves are not their own pages, but they sometimes have hyperlinks to other pages.	Not updated in 3 years. Since the events are now all on facebook, the events page on the website could be removed or replaced with a link to the facebook events page.	
	Index Layout	Bottom of every page		Icon links to twitter, facebook, and instagram. Also has links to other related pages, which are: MGA Kapatid, Student Recruitment and Retention Center page for Filipinx, and the Davis Wiki Page for the Filipinos in Liberal Arts and Humanities. The other two links are for missing pages.	Links to the related pages are unknown acronyms, and two of them are broken links. The links are to pages for anything related to the Filipino community, but they otherwise seem unrelated. These links could be on a tab or a page of their own, with explanations for each, and maybe a description of how they related to the sorority.	
Instagram	Content	Number of Posts	https://www.instagram.com/daviskpsie/			
	posts	336 (as of 3/7/2018)				
	Follower: Followed ratio	(738:598)				
	Photo: video ratio	(329:7)				
	Fundraiser	48	Funraiser events for the sorority			
	Community action	28	Work with Filipino veterans in Sacramento			
	Social event	27	Pictures of sorority sisters at social events such as "the buzz," and other events			
	Non-cultural panhellenic event	4	Finance and alcohol education workshops led by other greek life groups on campus			
	Academic encouragement	3	Posts cheering on students during finals week			
	Instagram campaign	16	Self love and "Hxstery" campaign through photo sharing, and story telling, #BlossomInAdversity			
	Repost	1				
	Holiday theme	7	christmas, Thanksgiving, Easter			
	Conference/Summit	13	State wide conferences for multiple chapters of the sorority			
	Cultural Event/Posts	41	Pinay symposion, FILAM events			
Recruitment	26	Tabling at the MU, upcoming rush events				
Personal shoutout	108	Birthdays, Kappa of the month, Kappa buddies, new pledges, Thank you to specific sisters for their service				

Twitter	# of posts: 169	Followers: Followed ratio (226:246)	https://twitter.com/daviskpsie	Majority of the more recent tweets are the organization's instagram posts. There are a couple tweets of flyers for events hosted by the organization. Also a few tweets of birthday shoutouts to the sisters. The older tweets back when the account was first made was more for promotion of the organization's events.	Twitter is mostly used to keep people updated about different things; For a sorority I would imagine it would be used as a platform to inform people of the time and locations of different events that are sponsored by the organization. It could also include information of sorority meetings and requirements on how to go about joining the sorority. This aspect can be improved on since most of their recent posts are just their instagram uploads which you can already see if you follow their instagram page as well, resulting in a bit of redundancy	10-Jun-16
Facebook	Page					
	Home		https://www.facebook.com/daviskpsie/	Home page contains all posts including pictures, events and status updates	Straight forward overview of the organization's profile. Number of likes: 295 Number of followers: 295	
	About	About tab	https://www.facebook.com/pg/daviskpsie/about/?ref=page_internal	Includes the sorority's mission statement, a few sentences about the sorority, the history behind it (how/when it was founded) also includes contact information allowing people to message them on facebook as well as providing a link to the homepage of their website.	They provide a good description of the organization, what they're about, and why they exist. Also I like that they provide links to their other platforms such as their website. Maybe they can provide information to their twitter and instagram pages for those who are interested in following those.	
	Photos	Photos tab	https://www.facebook.com/pg/daviskpsie/photos/?ref=page_internal	Includes albums of their cover photos, profile pictures, mobile uploads, and timeline photos.	They could organize their pictures better. Maybe put all the pictures from one event into a separate album or even just all the pictures that were from events put into an event album just so that things are easier to find.	
	Events	Events tab	https://www.facebook.com/pg/daviskpsie/events/?ref=page_internal	Displays the organization's upcoming events, and lists their past events that include what the event was, the date, time, number of guests, and where it was located.	The list of events are clear and concise. Provides all the information needed for someone to keep track of and attend the organization's events.	25-Feb-18
	Videos	Videos tab	https://www.facebook.com/pg/daviskpsie/videos/?ref=page_internal	Displays their video posts, though they only have one video which is their rush video from 2015-2016		
	Posts	Posts tab	https://www.facebook.com/pg/daviskpsie/posts/?ref=page_internal	A majority of the post are flyers and descriptions of the organization's events. A few posts of birthday shoutouts and profile picture/cover photo uploads.	The flyers are well designed and provide a nice visual representation on what the event is about.	
	Community	Community tab	https://www.facebook.com/pg/daviskpsie/community/?ref=page_internal	Shows posts of the people who associate with the sorority that have been posted or shared to the sorority's timeline.	Nice to see activity from those outside the organization's page	

		Other Chapters			Other Sororities		
		Long Beach	Sac State	UCLA	Delta Delta Delta	AKDPhi	Chi Omega
URL		http://kpsiealpha.wixsite.com/alphachapter	https://orgsync.com/17062/chapter	http://jvill23.wixsite.com/main http://kpsieatdeltachapter.wixsite.com/main	http://ucdavis.tridelta.org/index	http://akdphiatucd.wix.com/beta	http://www.chiomegadavis.com/landing-bedford
Other Social Media	Facebook	Posts about rush events, pictures at events, has the rush video. Also has posts for community action and promotions. Events on FB hosted by the pages for the officers, not the main page.	Has photo of current members as banner. Includes summary of organization, rush video, info on community involvement, events, pictures from past events. Links to homepage. Includes members'	Linked on main page. Includes description of organization, pictures from events, posts about member accomplishments and events. Links to main website. Banner has Greek letters, symbol, sorority colors, and tag line.	Both local and national facebook pages linked on home page. Up to date with photo albums, news, and events.	Has a national fb page, but not linked on their website. No local fb page found	They have a facebook link in their Connect page
	Instagram	Posts for recruitment, outreach, community action, motivation, empowerment, personal shoutouts for birthdays and achievements of members, and events/fundraisers	Includes pictures from events, activism, cultural history, member birthdays and achievements, and rush. Page linked on website	Account linked on website but private	Both local and national linked on homepage. Mostly selfies and group pictures either on campus or on retreats or events	Includes their IG username on the Home Page. They have a national account, but do not include that on their website.	They have a instagram link in their Connect page
	Twitter	Posts about events, rush, shoutouts, news, community action, and holidays.	Linked on webpage. See description of Facebook page	N/A	National linked on homepage, no local. Alumni retweets and news	Does not include link to twitter. Has a local and national account.	N/A
Website Design	Title	Has name of sorority, greek letters are prominent, has chapter and location, and organization's tag line	Has name of sorority, logo, and links to other social media. Part of Sac State webpage design	Greek letters large and bold in the banner of the website, with name and chapter smaller underneath. Includes organization tagline.	Name of Sorority is large and at the top of every page of the document	Name is at the top of the page with a group photo of the member, as well as their motto	On the home page the title of the Sorority is shown on the top middle of the page
	Main Page	Rolling slideshow of members at events, side note for news and events, and links to other social media accounts. Also has an autoplay song that can be paused	Everything besides events and news is on the main page. Includes officers at top of page next to the summary, history of the organization and chapter, and contact info. advisor listed at bottom	A photo slide show of the members. Has recent news and events, includes links for contact page and a summary of the organization. Last updated in 2015	Name of sorority is at the top of each page throughout the website. Navigation banner directly beneath title that leads to Home, About, Philanthropy, Parents and Alumnae, Recruitment, Media, and Contact.	The name of the sorority is at the top of the page. There are clear tabs to navigate through the website: Home, About, Gallery, Rush, and Sisters. They have their 5 pillars on their home page. Last updated in 2017.	They have a lot of pictures from their sorority and they also have a brief history about their sorority.
	About Page	Details where sorority started and what schools it has spread to. Includes mission statement, list of other chapters and chapter names (i.e. alpha, beta, etc.), and general info on the organization (colors, motto and foundation date). Lists 5 cornerstones of the organization at the bottom of the page.	Description of organization included on main page. Has statement of purpose and history of its founding, both organizational and chapter.	Has mission statement at top, with focus on culture. Summary of what the sorority is about. Includes motivation of the organization. Has club logo and five cornerstones of the org. Includes general information of the org: colors, flowers, and motto. Includes list of other chapters.	N/A	There are moving photos underneath the header. Has a section for National History and Mission Statement. On the right side of the page there is a section for: Full Pledged Chapters, Associate Chapters, and Colonies.	When hovering over the about section a drop down menu lets you choose between history, our symphony, philanthropy, executive board, cardinal cabinet, involvement. When you click on the about page it and not select a specific topic, it automatically takes you to the history page
	History (HERstory)	Link under the 'About' tab of the task bar. Lists how, when, why, and where the sorority was formed. Also has hopes for future members and recruitment message.	On main page. Starts with sorority founding (sisters, year, school, purpose) and goes into chapter foundation. Segues into present with recruitment.	Link listed under the 'About' page. Has details on the foundation of the whole sisterhood. Next paragraph down has information on foundation of the UCLA chapter specifically. Pictures included.	Both local chapter and national history including important dates, membership numbers and important names	The information is included in their about page.	It shows their 6 purposes and talks about how and why they were founded
	Officers	Listed as 'Active Body' under the 'Sisters' tab of the task bar. includes picture, name, title(s), position(s), major, and quote for each officer.	Listed at top and bottom of main page. Includes pictures, names, titles. Links to past officers.	Link listed under the 'About' page, which includes the year. Top of the page lists titles and officers. Following this, there are pictures and descriptions of several members. Unsure about who they are within the organization.	No officer information	Their members have photos, names, class, and position.	Each executive have their own profile and image
	Involvement	Lists community action as an organizational cornerstone, but no news posted on website. Pictures from different events in the 'Gallery'	Lists of events under 'feed' as news stories and summaries of events	Included on main page and under the 'Blog' tab. Main page is at the bottom right corner, with one sentence summary of event. Blog includes link to main article and a 'Read More'. Pictures of events are included next to the summary.	Info on campus presence and involvement including student government, clubs, jobs, honor society, and athletics	They have a section for their Rush period. They talk about their 5 pillars (Leadership, Scholarship, Asian Awareness, Service, and Sisterhood) in the home page, but do not include photos or further information on the topic.	The involvement section has 3 sentences talking about where they help out. Below that they have pictures of them at different events.
	Alumni Info	In the 'Sisters' page. Has a group picture for each class with the names of members underneath. The founding sisters are indicated with an *.	N/A	Sisters' under the 'About' tab of the menu bar. Lists founding member and then pictures and list of names of the graduated classes	Alumni benefits and website for finding other alumni	N/A	N/A
	Recruitment	Details under the 'Rush' tab. Has a list of events with details on activities. Invite to join and theme of the year are at the top of the page. below that is the current rush video. Contact info for the Rush Chair is included. Pictures of a formal invitation to join are on the right	Gives dates and descriptions of rush events in feed. Poll setup, where you can mark whether you will go or not.	Rush page tab in the menu bar. Themes and title of event explained on the side. List of important dates related to rush events. Specifies times for events and whether it is open admission or by invite only. Includes FAQ section.	A page selling the sorority and its benefits including networking and sisterhood. Place to list awards.	There is a tab for their rush period. It includes a picture of their flier with their events, dates, and times. They include a link to their Rush 2016 video.	The recruitment talks about how welcoming they are. They also included an email address of the recruitment chair for those interested in joining.
	Photos	Picture are available throughout the website. There is a rolling slideshow on the main page and under the 'Gallery' page.	N/A	Rolling slideshow on main page. Photo gallery tab in the menu bar. Page has rolling slideshows from different events held by KPE.	Dedicated page to photo album as well as multiple scrolling photos throughout different pages relating to each page	There is a dedicated tab with a collage of photos of their members at events and social outings. They also incorporate a moving slide show on their "About" tab.	There is no dedicated page for just pictures, but each tab has pictures of people in the sorority.
Contact Info	Has a contact page where you can fill out an email form. On the side it has a note that indicates who the message will be going to, along with their individual contact information. The 'Rush' page has the contact info for the rush chair.	Chapter email given at bottom of page. Links to other social media at top of the page	Link to contact page and given names of points of contacts on bottom of main page. Contact page tab in the menu bar. Gives form to fill out like an email, but no actual outside contact info. Gives links to other social media on the contact page. On new site no contact info given outside of rush	Executive office contact only, no local chapter contact	No contact info	There is a connect with us tab at the top right of the website	