

What to Say: Text Messages & Social Media Opening Lines



TechniPhi



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Texting and DMs make starting new conversations easier than ever. But, some members might appreciate seeing examples of how to start a conversation online -- especially with someone you don't know. Below is a guide to prepare for common texting and DM situations.

Before diving in... please know that intentionally getting in front of new people is the best way to get quality people. There is a difference between actively seeking talent and seeming desperate. Most people choose not to do this because they're afraid of getting ignored or rejected. YOU WILL GET GHOSTED, AND THAT'S OK. Some people will say "No." That's ok, too.

"You miss 100% of the shots you don't take" -Wayne Gretzky' Michael Scott"
- Phired Up

Failing Forward is called getting better. After all, isn't that what our organizations are all about?

Luckily, we have a 3 part system to maximize your replies.

1. Quick Opener

Be friendly. Be honest. Include their name & say yours (if on the chapter account).

1. Simple Middle

Make it about them. What they might want. Use the fewest words possible.

1. Actionable End

End with a question or a simple request (maybe invite them to meet up).

Examples

DM someone who just followed you or the chapter back on social media

- Hey Sam, thanks for the follow! Would love to stay connected. How did you hear about us?
- Hey Sam, this is Charlie with “ABC Fraternity/Sorority”! We appreciate the follow back! What does your lunch schedule look like this week? I’d love to grab a bite to eat and learn more about you and your experience here at “University/College.”
- Hey Sam, thanks for the follow. This is Charlie. I see you’re a bio major. Me too! Do you have “Professor’s Name”? Wanna grab some coffee and study this week?

DM someone out of the blue who goes to your school or will be going to your school

- Hey Avery! Welcome to “University/College”! You’re in for an awesome experience. I’m part of a group of current students helping new students move in this fall. Know what dorm you’re in?
- Hey Avery, what’s up! I see you’re coming to “University/College” this fall. That’s awesome! I’m a student ambassador and would love to be helpful in answering any questions you may have about campus/your first year here. What made you choose “University/College”?
- Hey Avery, Congrats on choosing “University/College”! What are you most excited to experience on campus this Fall?

A student you haven’t talked to in months (or over a year)

- Hey Quinn! I just heard the new album from _____. Fire! I know they’re one of your favorites and it made me think of you. How has life been?
- Hey Quinn, did you just see the news around the NFL? How are your Patriots gonna hold up this year?
- Quinn! I know we haven’t connected in a bit. I wanted to reach out and see how your first year was for you! What was the best part?

A student leader who isn’t Greek

- Hey Jordan! How’s your semester going? I saw your Club’s event is coming up soon. How’s all the prep going?
- Hey Jordan, how has your time as an RA been this year? It looks like you’ve been loving it! I’m reaching out to a handful of leaders on campus to learn about their perception of Greek Life. As a respected leader, I’d love to pick your brain for a half hour over some coffee. What time do you get out of class on Tuesday?
- Jordan, what’s up! Everywhere I go on campus I keep running into people you’re impacting. It’s really cool! I’d like to grab some time to talk with you more about our campus and opportunities for student life. What’s a 20 minute window you have this week?

A friend who you’ve never talked to about joining

- Hey Riley! What are you doing tonight? Wanna come grab dinner with me and some friends?
- Hey Riley! Want to get lunch this week? I have extra meal swipes I can use on ya :)
- Riley! Wanna check out this event with me later? It’s free and I heard they might have food too *looking eyes emoji*

More Examples...

A student who expressed interest in joining a while ago, but hasn't joined any group yet

- Hey Blake, this is Amari with "ABC Fraternity/Sorority". I got your contact info from last fall's sign up list. I see that you ended up deciding not to join. I'd love to hear your thoughts on our programs? When do you get out of class on Wednesday?
- Blake! Great to meet you. My name's Amari. I saw you were on a council sign up list last year and didn't find what you were looking for. I would love to hear more about what you wanted vs. what you experienced. When can we meet up this week? Meal swipe on me!
- Hey Blake! My name's Amari. I got your name from our council's sign in sheet from last fall's activities fair. Some friends and I are going to trivia night tonight for dinner and wanted to see if you wanted to join?

A student who has expressed recent interest on a current interest form

- What's up Elliott? This is Parker! I see you filled out a fraternity/sorority interest form at the activities fair. Great to hear you're interested! Me and a few friends are playing ultimate frisbee on the green tonight. We could use another player. You in?
- Hey Elliott! This is Parker from "ABC Fraternity/Sorority". Super exciting to hear you're interested. I'd love to catch up with you this week. Are you coming to our event tomorrow from 6-8pm in the Student Union?
- Elliott! Thanks for filling out a Greek life interest form! This is Parker from "ABC Fraternity/Sorority." We met at the ice cream event during orientation. It was cool to connect over our high school student government memories. I'd really like to sit down before or after the event this week and hang out with you some more. Wanna grab lunch on Wednesday?

A student who gave you their contact info while you were tabling on campus

- Hey Peyton! This is Jamie from the table in the student union. It was great meeting you on Monday. Can we grab coffee tomorrow?
- Peyton! This is Jamie. Great meeting you at the table today and talking about our shared concert experiences. I'd love to chat more. What's a good time Friday? Meal swipe on me!
- Hey Peyton, this is Jamie from the "ABC Fraternity/Sorority" table outside of the dining hall today. It was awesome to learn a little more about you. Me and some friends are playing volleyball tomorrow at the rec. We could use another player. You in?

A student who applied for the scholarship you sponsor

- Hey Logan, this is Alex with "ABC Fraternity/Sorority"! Thanks for filling out the Person of XYZ scholarship. We're pumped to learn more about you! We can already tell from our brief interactions you have some awesome character. How does coffee this Friday after your 10am class sound? At the Starbucks on campus?
- Logan! Alex with "ABC Fraternity/Sorority" here. I saw you submitted an application for our scholarship! It caught my eye that you're into playing guitar - me too! I'm always looking for a new friend to play with. Want to get together this week?
- Logan - thanks for submitting the scholarship application to us! This is Alex. I loved the part where you wrote about your passion for social justice and would love to talk about that more. What's a good time Friday?

Even More Examples...

A student referred to you by a friend

- Taylor - my name's Hayden. I was hanging with Sawyer and he/she/they said I had to connect with you. So you must be dope haha - wanna grab coffee this week?
- Hey Taylor! My name's Hayden and I'm really good friends with Sawyer. We got lunch yesterday and your name came up. He/She/They said you two played club sports together and that we'd get along well. You up to meet up for a workout with us this week?
- Taylor, my name's Hayden. Your friend Sawyer told me I should ask you about two things this week. He/She/They said ask Taylor about his/her/their thoughts on the new Netflix series and ask him/her/them to hang out for 10-15 minutes to share his/her/their perspective on campus life. What time works for you?

A student from the grade-eligible, non-Greek list

- Hey Morgan! This is Dakota from Bio 2. I'm putting together a study group for this upcoming midterm. Interested in joining?
 - Hey Morgan, this is Dakota - I'm in a student organization on campus and we're helping to promote the advocacy event happening in the student union ballroom tonight. Will we see you there? We can save you a seat!
 - Hey Morgan, My name is Dakota! I'm a junior year studying mechanical engineering. I see you're killing the academic game from the grades list that greek life receives from the university. That's something to be really proud of. Whether you've thought about greek life or not, I'm looking to learn more from people like you who prioritize the right things. Would you be down to chat over some coffee on Friday? No commitment, just conversation!
-

There you are friends! 11 scenarios and 33 examples for the first DM or text message to a new friend. Remember the basics:

Quick Opener. Simple Middle. Actionable End.

You got this. Remember - the first step is to TRY. Stay Phired Up, Friends!

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