

**National Panhellenic Conference Social Media Audit and Analysis**

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November 2017



## **ABOUT THE ORGANIZATION**

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The National Panhellenic Conference is a values-based organization that governs 26 national sororities. The National Panhellenic Conference or NPC, works with sorority women across the globe in enhancing philanthropic services and promoting values. They have a large network of collegiate and alumnae Panhellenic associations that help work towards encouraging a positive and functioning Greek community through various programs and initiatives.

The current Director of Communication and Marketing is Loretta Good. Good is a member of Sigma Kappa sorority and graduated with a M.A. at the University of Dayton. She oversees the NPC brand and enhances communication strategies. Good works with the social media sites, the website, newsletters, publications, and other materials.

## **EXECUTIVE SUMMARY**

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The National Panhellenic Conference, NPC, established in 1902, is devoted to bettering the sorority experience through values and philanthropy. Their audience consists of over 4 million women in different Panhellenic associations across the world. One of their main forms of communication is through social media. The exponential growth of social media requires companies to fully engage in various aspects that go along with branding through social media. NPC uses two main platforms of social media to engage with their audience: Facebook and Twitter.

Data was collected on both social media sites; 50 posts were analyzed from Facebook and Twitter. The Facebook posts showed that the audience was more likely to interact with the post when the topic was either hazing, wishing luck, or celebration. They were also more likely to

interact if the post had graphics and if it was posted between 12 P.M. and 4 P.M. The Twitter posts showed that the audience was more likely to interact with the post when the topic was about hazing, Greek image, celebration, or the Red Zone. Data could not show as to whether interactions increased or decreased based on graphic usage, but the audience interacted with the posts more between 10 A.M. and 4 P.M.

Facebook and Twitter combined showed similar results. The topics that received the most interactions were hazing, celebration, and wishing luck. The data showed that having graphics in a post increased the level of interaction and the best times to post were between 10 A.M. and 12 P.M.

After extensive analysis of the two social media platforms, recommendations for improvement include utilizing the Social Media Rule of Thirds. They also need to be more consistent with the timing of their content. Asking questions and creating polls is another way they can increase interactions. Rather than just using words, NPC should utilize more graphics and emojis in all of their posts. Videos should be information and to the point while remaining entertaining. They should keep utilizing Call to Actions in their post because more people engage with those.

## **CONTENT ANALYSIS**

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Social media analysis focused on two platforms, Facebook @NPCWomen and Twitter @NPCWomen.

### **FACEBOOK**

The Facebook profile describes the ideals and values of the National Panhellenic Conference. Not only do they promote their own image, they also promote all 26 sororities that are under NPC. They state in their biography that they are the “premier advocacy and support organization

for the advancement of the sorority experience.” The organizations Facebook profile is @NPCWomen. Their Facebook page provides important background information on the organization.

- Nonprofit Organization—Education Organization
- Founded on May 24, 1902
- 4.9 Stars
- Replies instantly to messages
- 24,388 people like this page (as of November 22, 2017)

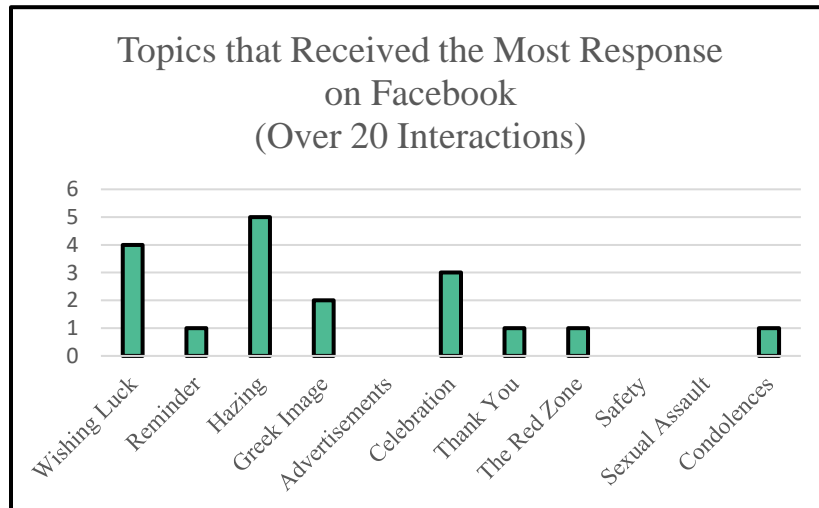
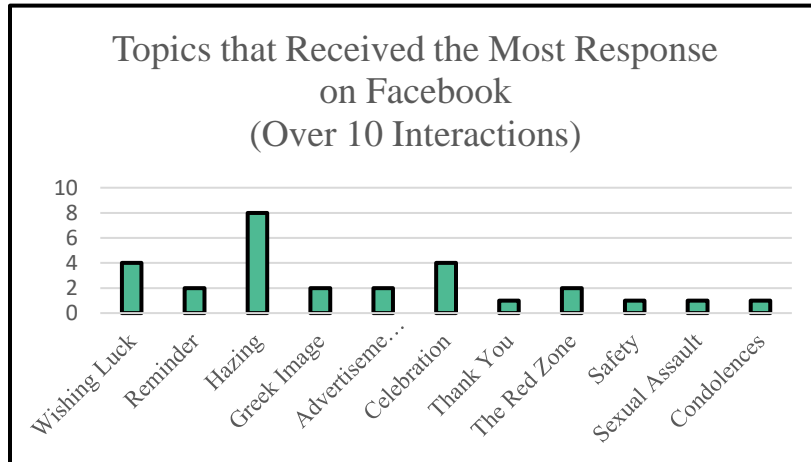
Through their Facebook page they promote various topics that relate to the Greek community and engage their audience. These topics include:

- Sexual Assault
- The Red Zone
- Hazing
- Safety
- Celebration
- Reminder
- Advertisement
- Thank You
- Greek Image
- Wishing Luck
- Condolences

## **HIGHLIGHTS**

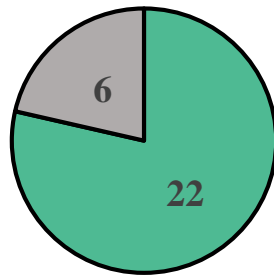
Looking at 50 Facebook posts from August 27, 2017 to September 29, 2017 there are certain topics that stand out more than others.

The audience responded most to topic involving hazing, wishing luck and celebration



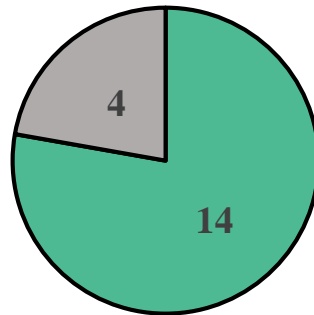
Facebook posts were also more engaging with the audience when there were graphics or videos involved.

The Use Graphics on Top Facebook Posts  
(Over 10 Interactions)



■ Graphics ■ No Graphics

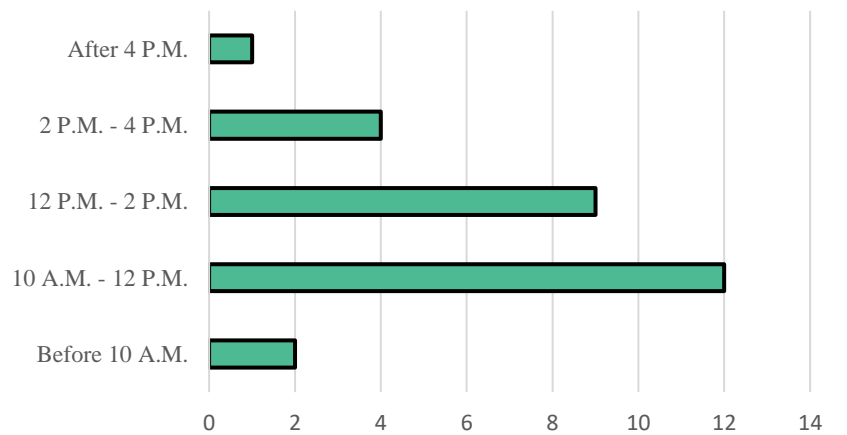
The Use of Graphics on Top Facebook Posts  
(Over 20 Interactions)

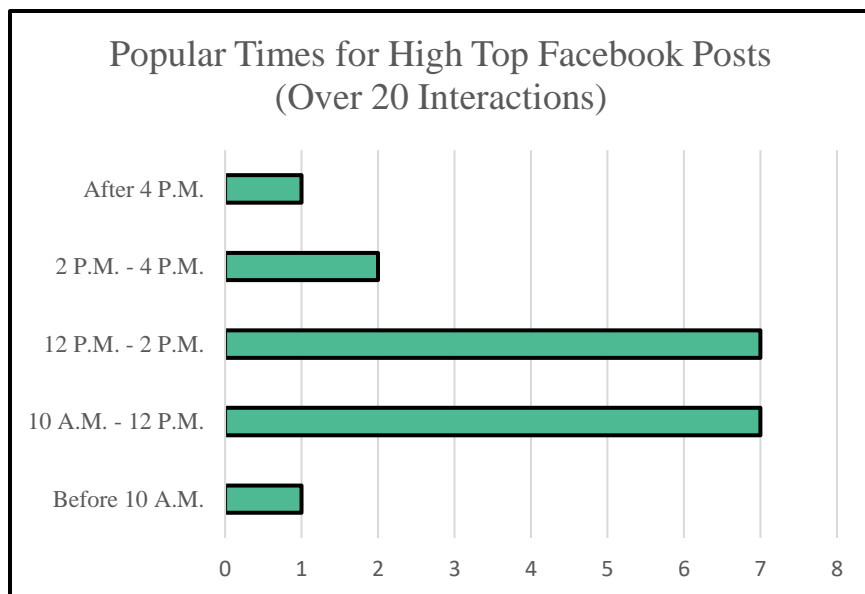


■ Graphics ■ No Graphics

Time is another factor that is taken into account when creating Facebook messages.

Popular Times for Top Facebook Posts  
(Over 10 Interactions)





According to the data collected, the most productive times for NPC to post on Facebook is between 12 P.M. and 4 P.M.

## **TWITTER**

The Twitter profile states NPC's mission statement along with how they are located in Indianapolis, IN. They joined Twitter on April of 2009. They also have their website linked to their Twitter profile. Their Twitter handle is @NPCWomen .

- 6,708
- 18.6K Followers
- 728 Following
- 417 Likes

Through their Twitter page they promote various topics that relate to the Greek community and engage with their audience. These topics include:

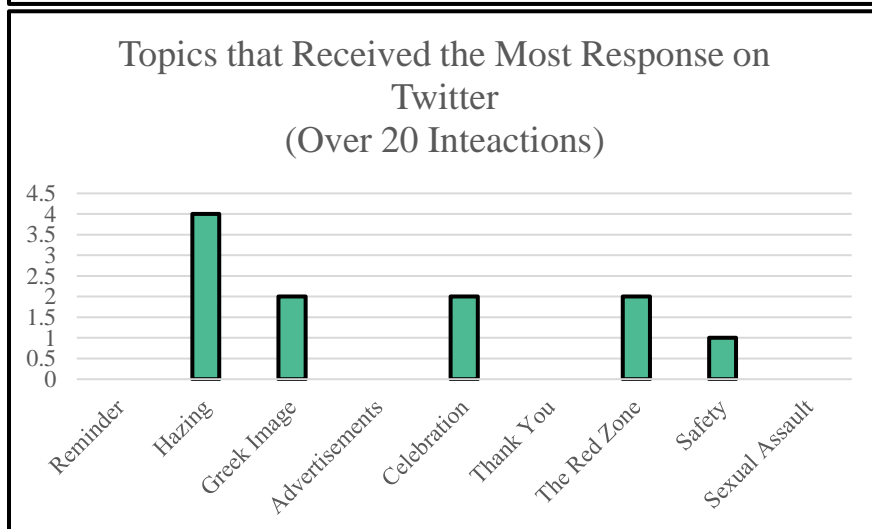
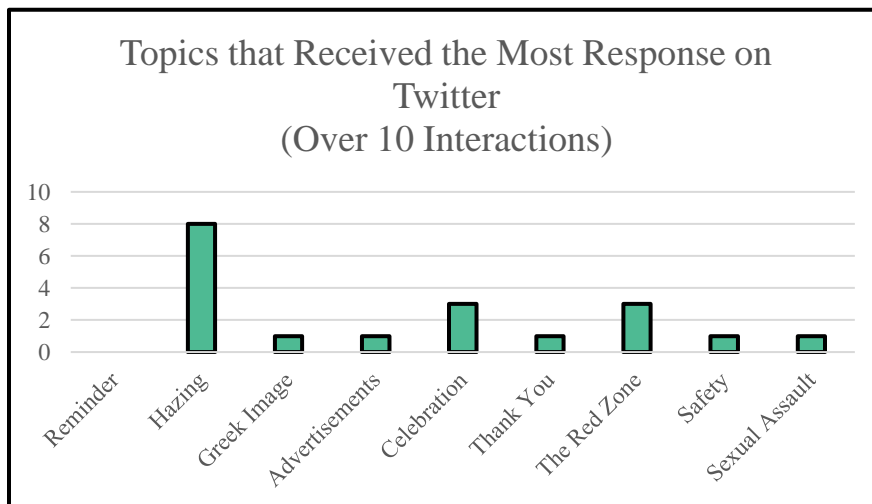
- Sexual Assault
- The Red Zone

- Hazing
- Safety
- Celebration
- Reminder
- Advertisement
- Thank You
- Greek Image

## HIGHLIGHTS

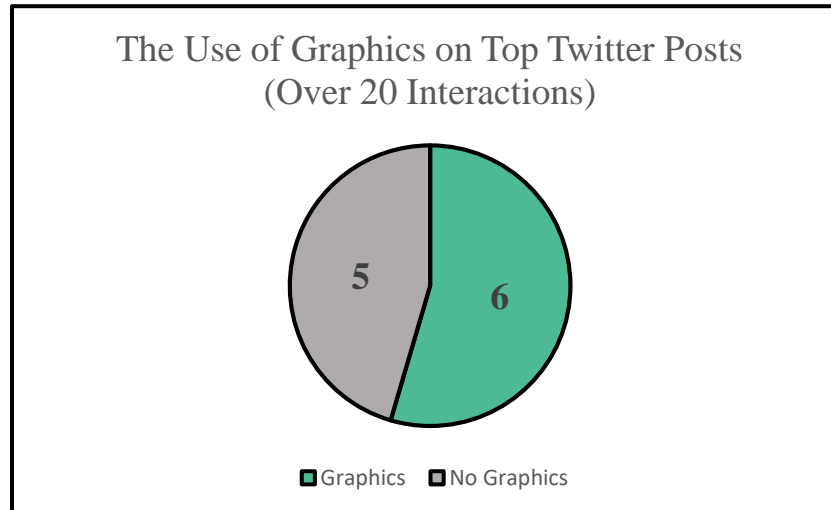
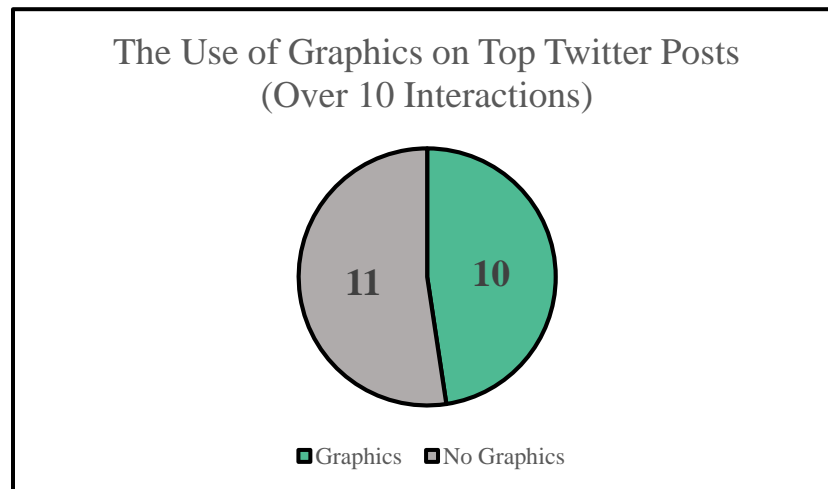
Looking at 50 Twitter posts from July 13, 2017 to September 29, 2017 there are certain topics that stand out more than others.

The audience engaged more with the posts that discussed hazing, Greek image, celebration, and the Red Zone.



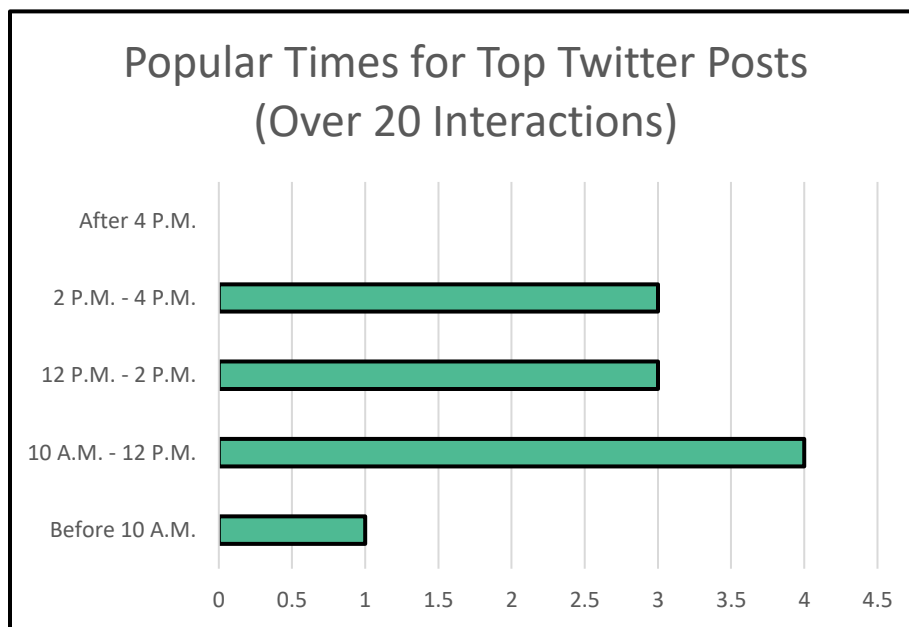
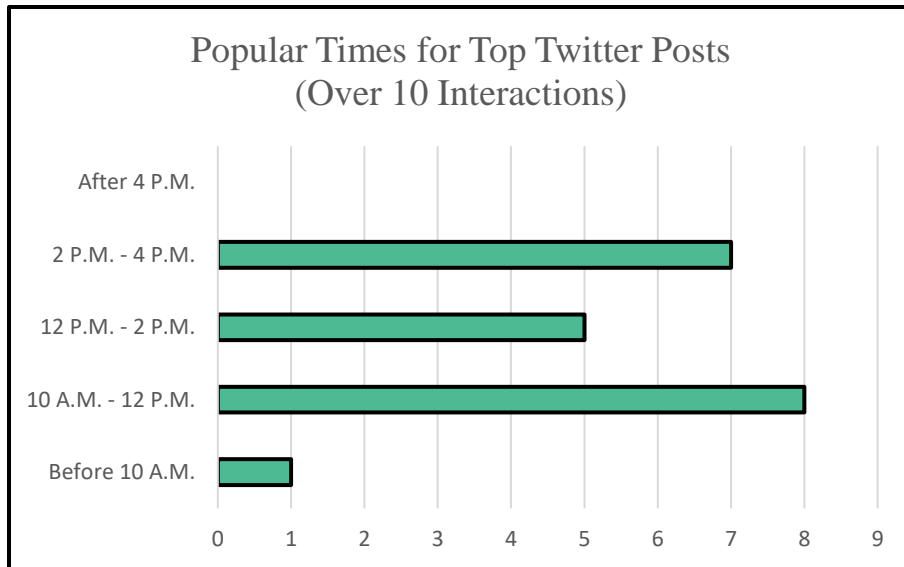


As with Facebook, their Twitter page used many graphics to engage the audience.



When looking at top Twitter posts with over 10 interactions, not using a graphic appears to be more interactive. In contrast, when looking at top Twitter posts with over 20 interactions, using a graphic is engages the audience more.

Time is another key factor when producing content for social media.

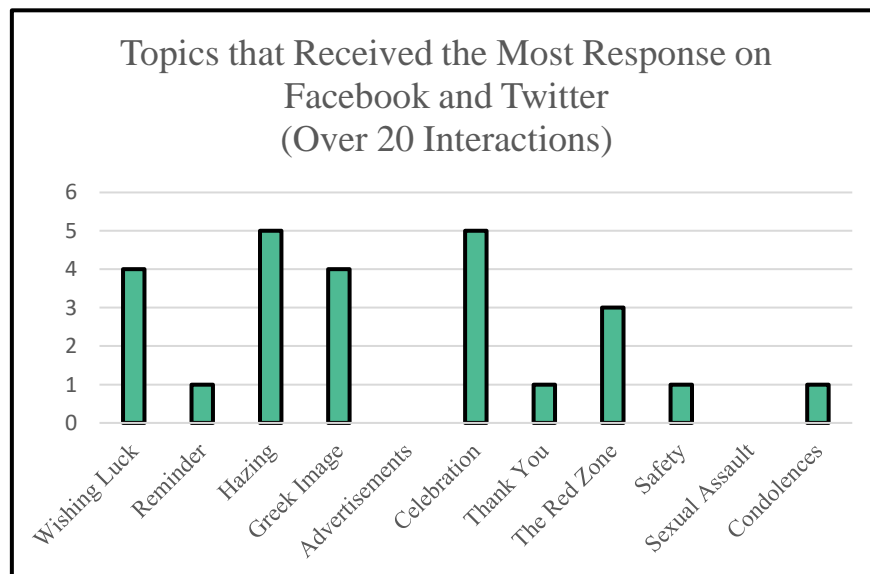
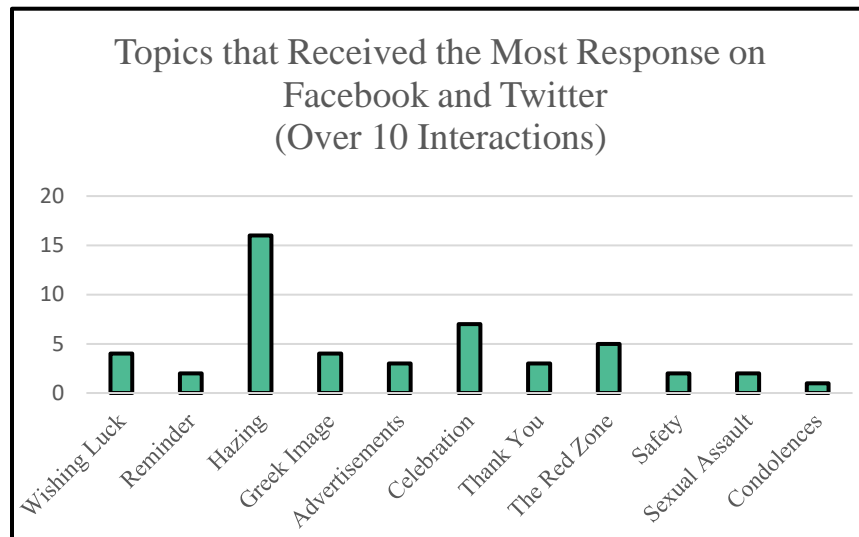


According to the data collected, on Twitter the best time for NPC to tweet is between 10 A.M. and 4 P.M.

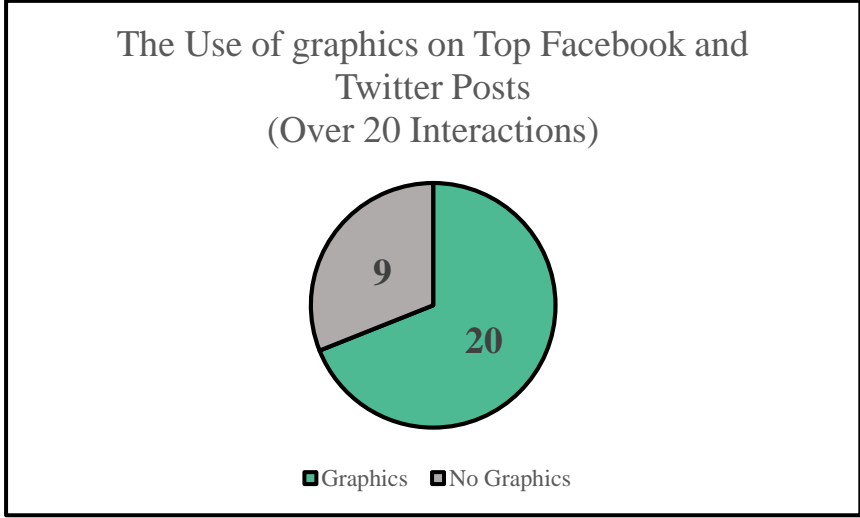
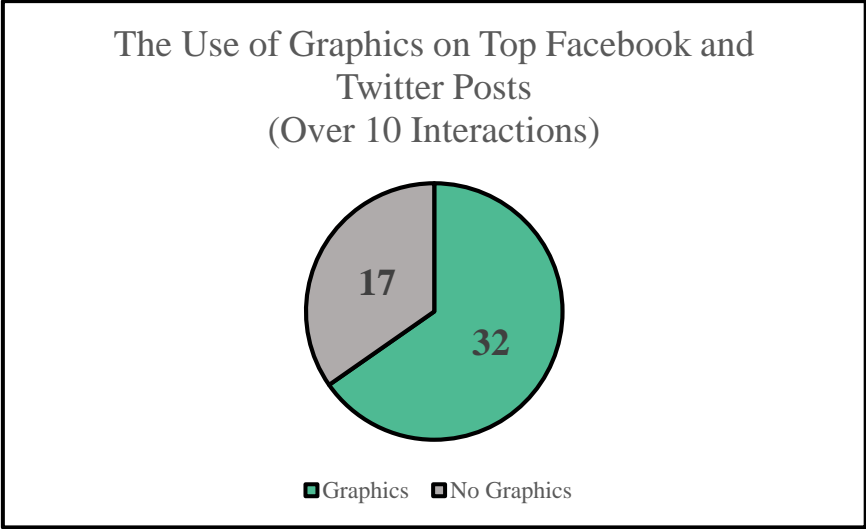
## **FACEBOOK and TWITTER**

Facebook and Twitter combined are NPC's two major social media platforms that they use to interact with their audience. On both platforms overall, the topics they generally discuss are:

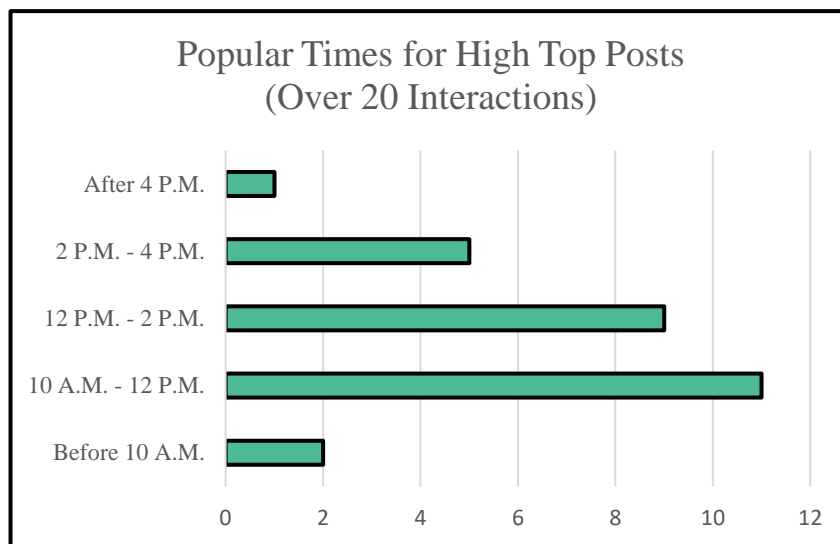
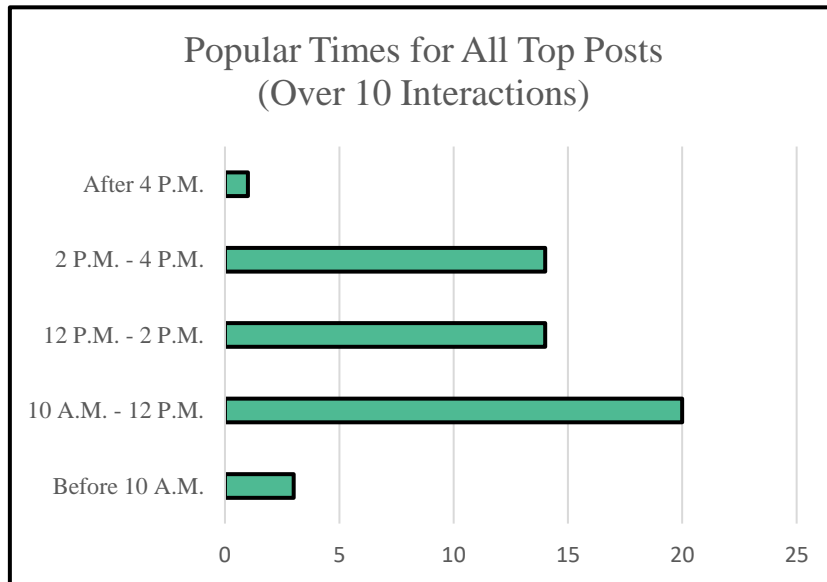
- Sexual Assault
- The Red Zone
- Hazing
- Safety
- Celebration
- Reminder
- Advertisement
- Thank You
- Greek Image
- Wishing Luck
- Condolences



Out of Facebook and Twitter, the topics that were most interacted with according to the data were hazing, celebration, and wishing luck.



Overall, between the two social media sites, the data shows that adding graphics, such as pictures and videos, will increase the audience’s level of interaction.



The data collected from both the Facebook and Twitter posts show that the best time to post in order to gain the most interactions is between 10 A.M. and 12 P.M.

## **RECOMMENDATIONS**

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### **Social Media Rule of Thirds**

The social media rule of thirds state that one-third of the content should share ideas and stories, one-third should involve personal interactions with your followers, and one-third of the content

should directly promote the business (CITE). From looking at the data it appears that NPC was using the 80-20 rule, which states that 80% of posts should inform, educate, and entertain, and 20% of the posts should directly promote the brand (CITE). A company like NPC, with their interactive and large audience, needs to connect with the audience on a more personal level in order to increase engagement. Ways to involve personal interactions with followers is by asking questions, creating highly shareable content, using personal stories from members of the NPC community, and adding polls and quizzes to the posts. These are all compelling ways to help the audience connect more with NPC

### **Consistency**

Timing crucial when trying to reach an audience. Knowing when the optimal time for a post is can help make or break a post's level of engagement (CITE). Posting sporadically throughout the day will negatively affect you brand. NPC should focus on a few times during the day where they receive the highest level of engagement. Resources to help with scheduling posts are Hootsuite, Buffer, or MeetEdgar. Each of these platforms allow users to schedule content days in advance (Mehrguth, 2017). They are also beneficial because they all provide statistics on the post's performance.

### **Graphics/Pictures/Videos**

Optimize a post for each platform by using GIFs, images, and videos. These help readers stop and take a second more to look at something; they are also more likely to engage with the post when there is a graphic (CITE). Rather than having a post use a preview image, create separate images to associate with that topic. The videos should be short and to the point. The longer the video the less likely viewers will continue watching it (Fontein, 2017).

## **Call to Action**

Call to Actions are already being used by NPC, but they can be utilized even more. These are generally found at the end of the posts and they ask the viewer to take action on something.

These can be as easy as clicking on a link, talking about a specific message, or even answering a poll. The way to get the most out of Call to Actions is by creating an incentive, use emotion, and show transparency (Chong, 2016). These all create a sense of trust and understanding with an audience that will compel them to engage more with posts they connect with.

## **APPENDIX**

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### **References**

About. (2017, October). Retrieved from <http://npcwomen.org/about>

Chong, K. (2016, December 14). How to write effective CTAs on social media: A guide for marketers. Retrieved from <https://blog.hootsuite.com/how-to-write-effective-ctas/>

Fontein, D. (2017, August 08). The 5 key ingredients of a perfect Facebook post social media managers need to know. Retrieved from <https://blog.hootsuite.com/perfect-facebook-post-key-ingredients/>

Newberry, C. (2017, January 10). 7 Key strategies to write clickable content for every social network. Retrieved from <https://blog.hootsuite.com/how-to-write-clickable-content-for-every-social-network/>

Newberry, C. (2017, October 03). The definitive Facebook marketing guide for business. Retrieved from <https://blog.hootsuite.com/facebook-marketing-tips/>

Mehrguth, G. (2017, November 07). 4 tools to simplify your Twitter marketing. Retrieved from

<https://www.socialmediaexaminer.com/4-twitter-marketing-tools/>

**TABLE 1: FACEBOOK AUDIT**

Text	URL	# of Shares	# of Likes	# of Comments	Content (Police/Police Brutality, Social Issues, Anti Trump/Pence, Retweets, and Other)	Linked Included Yes/No	List of Hashtags	Tagging Yes/No	Graphics/Pictures/Videos Yes/No	Time and Date
While sexual assault can take many forms, one thing remains the same: it's never the victim's fault. RAINN provides definitions to clarify the differences between sexual assault and rape. They define sexual assault as sexual contact or behavior that occurs without explicit consent of the victim. RAINN defines rape as a form of sexual assault, but not all sexual assault is rape. Learn more about your state law concerning sexual assault and how they define it here: <a href="https://apps.rainn.org/policy/#TheRedZone #NCSAM2017">https://apps.rainn.org/policy/#TheRedZone #NCSAM2017</a>	<a href="https://www.facebook.com/NCWomen/posts/10155520908970549">https://www.facebook.com/NCWomen/posts/10155520908970549</a>	1	9	0	The Red Zone	Yes	#TheRedZone #NCSAM2017	No	Yes (Link to website, no picture)	09/29/17 @ 12:15 PM
Registration for #Academy18 is now open! Space is limited, so be sure your College Panhellenic signs up as soon as possible.	<a href="https://www.facebook.com/NCWomen/posts/10155520348950549">https://www.facebook.com/NCWomen/posts/10155520348950549</a>	2	4	0	Reminder	Yes	#Academy18	No	Yes (Link to website, no picture)	09/29/17 @ 8:01 AM
College students can learn ways to look out for their friends here: <a href="http://ed.gr/ch1a">http://ed.gr/ch1a</a> However, be prepared to help the ones you care about by listening, being there and communicating without judgment. Share resources with them like the National Sexual Assault Hotline and <a href="http://online.rainn.org">http://online.rainn.org</a> . Use this link to learn more about helping those around you and view resources to spread awareness around your campus: <a href="https://www.rainn.org/articles/help-someone-you-care-about">https://www.rainn.org/articles/help-someone-you-care-about</a> #TheRedZone #NCSAM2017	<a href="https://www.facebook.com/NCWomen/posts/10155516170080549">https://www.facebook.com/NCWomen/posts/10155516170080549</a>	1	13	0	The Red Zone	Yes	#TheRedZone #NCSAM2017	No	Yes (Link to website, no picture)	09/27/17 @ 1:45 PM
If you are recovering from experiencing sexual violence use these resources on RAINN's website with survivor stories, the steps you can take and answers to questions you may have. #TheRedZone	<a href="https://www.facebook.com/NCWomen/posts/10155510917615549">https://www.facebook.com/NCWomen/posts/10155510917615549</a>	0	6	0	The Red Zone	Yes	#TheRedZone	No	Yes (Link to website, no picture)	09/29/17 @ 11:01 AM
There is a concern of crimes being under reported on college campuses. To combat this, it is the job of campus security and other campus authorities to help the student feel more comfortable and as though their claims are taken seriously. Here are some statistics of underreporting from the Clery Center: A study conducted by the Association of American Universities (2015) found that when it comes to crimes of sexual assault or sexual misconduct: 28% or less of even the most serious incidents are reported to an organization or agency and 50% or more of victims of these serious incidents say they do not report the event because they do not consider it "serious enough." #NCSAM2017	<a href="https://www.facebook.com/NCWomen/posts/10155503540180549">https://www.facebook.com/NCWomen/posts/10155503540180549</a>	0	8	0	Sexual Assault	No	#NCSAM2017	No	No	09/22/17 @ 3:15 PM
National Hazing Prevention Week reminds us that the fight to prevent and eradicate hazing is not one for fraternities alone, but one for sororities and all campus organizations.	<a href="https://www.facebook.com/NCWomen/posts/101555031204955490">https://www.facebook.com/NCWomen/posts/101555031204955490</a>	2	13	0	Hazing	No	N/A	No	Yes (picture)	09/22/17 @ 12:15 PM
Hazing has legal and disciplinary consequences and not only impacts the victim but also the person doing the hazing and the organization. Consider these consequences and continue working to end hazing in your community. #NHFW17	<a href="https://www.facebook.com/NCWomen/posts/10155502924905549">https://www.facebook.com/NCWomen/posts/10155502924905549</a>	3	12	0	Hazing	Yes	#NHFW17	No	Yes (Link to website, no picture)	09/22/17 @ 10:30 AM
Each state has a different law to define consent. To know more about the laws in your state click here: <a href="https://apps.rainn.org/policy/">https://apps.rainn.org/policy/</a> In general, RAINN says there are three main ways that states analyze consent. They are affirmative consent, freely given consent and the capacity to consent. At <a href="https://www.rainn.org/understanding-consent">https://www.rainn.org/understanding-consent</a> you can learn more about knowing the difference between what is and is not consent and also read about three survivors' takes on consent. #TheRedZone	<a href="https://www.facebook.com/NCWomen/posts/10155500876870549">https://www.facebook.com/NCWomen/posts/10155500876870549</a>	1	5	0	The Red Zone	Yes	#TheRedZone	No	Yes (Link to website, no picture)	09/21/17 @ 3:00 PM



We all have a role in the battle against hazing. National Hazing Prevention Week is our opportunity to recommit to this important fight.	<a href="https://www.facebook.com/NPCWomen/posts/101555006580105480">https://www.facebook.com/NPCWomen/posts/101555006580105480</a>	11	21	0	Hazing	No	N/A	No	Yes (picture)	09/21/17 @ 1:15 PM
http://HazingPrevention.org provides an interactive map to display different anti-hazing laws in each state. Alaska, Hawaii, Montana, New Mexico, South Dakota and Wyoming currently do not have anti-hazing laws. If you live in one of these states and would like to see that change, contact information for your elected officials has been provided. #NHPW17 <a href="http://hazingprevention.org/home/hazing/statelaws/">http://hazingprevention.org/home/hazing/statelaws/</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155500450875549">https://www.facebook.com/NPCWomen/posts/10155500450875549</a>	0	4	1	Hazing	Yes	#NHPW17	No	Yes (Link to website, no picture)	09/21/17 @ 11:35 AM
There are no excuses for hazing. Watch "We Don't Haze," a short documentary, from @CleryCenter with personal experiences of victims and their families. #NHPW17 <a href="http://bit.ly/1sq25QV">http://bit.ly/1sq25QV</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155497289795549">https://www.facebook.com/NPCWomen/posts/10155497289795549</a>	4	8	0	Hazing	Yes	#NHPW17	Yes-- @CleryCenter	Yes (Link to video with picture)	09/20/17 @ 12:25 PM
Some examples of hazing from <a href="http://HazingPrevention.org">http://HazingPrevention.org</a> are: Forced activities for new recruits to 'prove' their worth to join Forced or required consumption of alcohol Requirement to eat spicy foods, other substances Requirement to endure hardships such as staying awake, menial tasks, physical labor, running while blindfolded, etc. Humiliation of new or potential members Isolation of new or potential members Beatings, padding, or other physical acts against new or potential members Requirements for new or potential members to do things established members are not required to do Illegal activities such as requirement to steal local items as part of a scavenger hunt If you are not sure if you are being hazed use the link provided for more information. <a href="http://hazingprevention.org/.../hazing/facts-what-hazing-looks-like/">http://hazingprevention.org/.../hazing/facts-what-hazing-looks-like/</a> #NHPW17	<a href="https://www.facebook.com/NPCWomen/posts/10155494748250549">https://www.facebook.com/NPCWomen/posts/10155494748250549</a>	2	13	1	Hazing	Yes	#NHPW17	No	Yes (Link with Picture)	09/19/17 @ 2:15 PM
If you ever find yourself in a situation where you have encountered sexual violence, get to a safe place as soon as possible. It can be comforting to reach out to someone you trust for support or to call a sexual assault hotline in your area. Whatever your course of action is, know that you don't have to go through it alone. Help create awareness about #TheRedZone so collegiate women are less likely to be victims of sexual violence.	<a href="https://www.facebook.com/NPCWomen/posts/10155494391115549">https://www.facebook.com/NPCWomen/posts/10155494391115549</a>	0	6	0	The Red Zone	No	#TheRedZone	No	No	09/19/17 @ 11:00 AM
It's National Hazing Prevention Week so all week we will be providing you with resources and facts to protect you and those around you from the consequences of hazing. First know what hazing is: Hazing is any action taken or situation created, intentionally, that causes embarrassment, harassment or ridicule and risks mental and/or physical harm to members of a group or team, whether new or not, regardless of the person's willingness to participate. #NHPW17	<a href="https://www.facebook.com/NPCWomen/posts/10155492049050549">https://www.facebook.com/NPCWomen/posts/10155492049050549</a>	19	44	1	Hazing	No	#NHPW17	No	No	09/18/17 @ 12:20 PM
We extend our deepest condolences to the family of Maxwell Gruver. NPC Chairman Donna King shares, "We are saddened by the loss of Max Gruver and send special thoughts and prayers to his family and the entire Louisiana State University community."	<a href="https://www.facebook.com/NPCWomen/posts/10155485730265549">https://www.facebook.com/NPCWomen/posts/10155485730265549</a>	0	20	1	Condolences	No	No	No	No	09/15/17 @ 9:15 PM
Congratulations Cara Mund, Kappa Delta Sorority, for being crowned Miss America 2018 on Sunday! Eight other NPC member organizations were represented at the pageant this year. RAINN has provided a list of possible warning signs of a college age adult who has been sexually assaulted. They are: Signs of depression Self-harming behaviors, thoughts of suicide, or suicidal behaviors Low self-esteem Anxiety Avoiding specific situations or places Falling grades or withdrawing from classes Increase in drug or alcohol use Learn more about the warning signs in teens and young children here: <a href="https://www.rainn.org/warning-signs">https://www.rainn.org/warning-signs</a> #TheRedZone	<a href="https://www.facebook.com/NPCWomen/posts/10155484807505549">https://www.facebook.com/NPCWomen/posts/10155484807505549</a>	25	373	6	Celebration	No	N/A	Yes-- Kappa Delta Sorority	Yes (16 pictures)	09/15/17 @ 2:30 PM
If you ever witness an unsafe situation that could lead to sexual violence, it is important to be an active bystander. Taking action can prevent unsafe incidents from occurring, especially during #TheRedZone. Examples of way to intervene in risky situations include directly addressing the station and stepping in, distracting either person in the situation or delegating others to help you intervene. More tips on how to effectively help during risky situations can be found here: <a href="http://ow.ly/Duak30eQP3i">http://ow.ly/Duak30eQP3i</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155479569420549">https://www.facebook.com/NPCWomen/posts/10155479569420549</a>	1	7	0	The Red Zone	Yes	#TheRedZone	No	Yes (link to website with picture)	09/13/17 @ 2:10 PM
Today NPC is celebrating Character Day with thousands of others around the globe! We discussed how we can move society towards #CultivatingCharacter such as empathy, forgiveness, gratitude, etc.	<a href="https://www.facebook.com/NPCWomen/posts/10155479419650549">https://www.facebook.com/NPCWomen/posts/10155479419650549</a>	0	28	0	Celebration	No	#CultivatingCharacter	No	Yes (picutes)	09/13/17 @ 12:29 PM
College Panhellenic Academy scholarship deadline is tomorrow! <a href="https://t.co/sFoDxlo0B">https://t.co/sFoDxlo0B</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155464634065549">https://www.facebook.com/NPCWomen/posts/10155464634065549</a>	0	4	0	Reminder	Yes	N/A	No	Yes (link to website with picture)	09/07/17 @ 1:51 PM

22 percent of college women have been victims of sexual violence. There are tips that could help lower the statistic and still allow college students to have fun and stay safe during #TheRedZone. It's important to always be aware of your surroundings, trust your instinct, look out for friends and be an active bystander. For more back to school safety tips, visit <a href="http://ow.ly/ag6230eQOMA">http://ow.ly/ag6230eQOMA</a> . College-aged students are at the highest risk of being sexually assaulted - often by someone they know. Learn some back to school safety tips from RAINN (Rape, Abuse and Incest National Network), the nation's largest anti-sexual violence organization. <a href="http://ow.ly/OFSR30eQJPV">http://ow.ly/OFSR30eQJPV</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155461625500549">https://www.facebook.com/NPCWomen/posts/10155461625500549</a>	0	6	0	The Red Zone	Yes	#TheRedZone	No	Yes (Link to website, no picture)	09/06/17 @ 11:05 AM
ICYMI this month's College Panhellenic News features information about National Campus Safety Awareness month, happening in September. Also featured is information regarding College Panhellenic Academy scholarships, due Sept. 8. <a href="https://app.robly.com/archive...">https://app.robly.com/archive...</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155445975410549">https://www.facebook.com/NPCWomen/posts/10155445975410549</a>	1	13	0	Sexual Assault	Yes	N/A	No	Yes (Link to website, no picture)	09/04/17 @ 11:01 AM
Happy Founders' Day Theta Phi Alpha	<a href="https://www.facebook.com/NPCWomen/posts/10155441695960549">https://www.facebook.com/NPCWomen/posts/10155441695960549</a>	0	19	0	Celebration	No	N/A	Yes-- Theta Phi Alpha	No	08/30/17 @ 10:01 AM
Order this Positively Panhellenic tee from NPCStore.org today!	<a href="https://www.facebook.com/NPCWomen/posts/10155439469850549">https://www.facebook.com/NPCWomen/posts/10155439469850549</a>	0	13	0	Advertisement	Yes	No	No	Yes (picture)	08/29/17 @ 3:20 PM
Watch this video to learn more about #TheRedZone created by The University of New Mexico - UNM: <a href="http://ow.ly/Psmq30eGrv">http://ow.ly/Psmq30eGrv</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155436106860549">https://www.facebook.com/NPCWomen/posts/10155436106860549</a>	2	6	0	The Red Zone	Yes	#TheRedZone	Yes-- The University of New Mexico - UNM	Yes (Link to video with picture)	08/28/17 @ 11:01 AM
#TheRedZone refers to the first six weeks on a college/university campus when first-year students are at a higher risk of encountering sexual violence. Throughout the first six weeks of class and the entire month of September NPC will raise awareness for #TheRedZone, National Hazing Prevention week, and Campus Safety Awareness Month.	<a href="https://www.facebook.com/NPCWomen/posts/10155422477400549">https://www.facebook.com/NPCWomen/posts/10155422477400549</a>	14	57	0	The Red Zone	No	#TheRedZone	No	No	08/23/17 @ 8:58 AM
Thank you Frances, our Panhellenics chairman, for the gifts!	<a href="https://www.facebook.com/NPCWomen/posts/10155386065240549">https://www.facebook.com/NPCWomen/posts/10155386065240549</a>	0	36	0	Thank You	No	N/A	Yes-- Frances	Yes (Picture)	08/09/17 @ 1:24 PM
The NPC Chairman's blog post is live now! Follow the link to read it today: <a href="http://ow.ly/5pk630e9cUK">http://ow.ly/5pk630e9cUK</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155383089670549">https://www.facebook.com/NPCWomen/posts/10155383089670549</a>	2	9	0	Advertisement	Yes	N/A	No	Yes (link to website, no picture)	08/08/17 @ 10:00 AM
Congratulations Jennifer Pierce from the University of Tennessee, Knoxville for receiving the 2017 Outstanding Panhellenic Advisor Award! The full press release can be found here: <a href="https://www.npcwomen.org/.../NPC%20Recognizes%20Top%20Advisor...">https://www.npcwomen.org/.../NPC%20Recognizes%20Top%20Advisor...</a>	<a href="https://www.facebook.com/NPCWomen/posts/1015380927270549">https://www.facebook.com/NPCWomen/posts/1015380927270549</a>	1	74	2	Celebration	Yes	N/A	No	Yes (link to website, no picture)	08/07/17 @ 3:05 PM
Since 1984, MJ Insurance Sorority Division has been building the premier resource for property and casualty insurance for Greek-lettered organizations. They also serve as a Platinum sponsor to NPC. Thank you MJ Insurance for your continued support! <a href="http://ow.ly/czF30dJIBR">http://ow.ly/czF30dJIBR</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155329151635549">https://www.facebook.com/NPCWomen/posts/10155329151635549</a>	0	2	0	Thank You	Yes	N/A	No	No	07/21/17 @ 11:40 AM
This month we're speaking for the sorority experience. Learn how and why Dr. Mari Ann Callais speaks on the value of her experience on the #NPCBlog <a href="http://npcwomen.blogspot.com/.../i-wear-badge-dr-mari-ann-call...">http://npcwomen.blogspot.com/.../i-wear-badge-dr-mari-ann-call...</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155326144660549">https://www.facebook.com/NPCWomen/posts/10155326144660549</a>	5	122	4	Greek Image	Yes	N/A	No	Yes (link to website with picture)	07/20/17 @ 12:26 PM
Herff Jones' Greek Division serves as the Official Jeweler to a majority of college fraternities and sororities. They also serve as a Platinum partner to National Panhellenic Conference. Visit the Herff Jones website to shop rings, lavalieres, pendants and officer dangles today! <a href="http://ow.ly/l8gc30dJhRs">http://ow.ly/l8gc30dJhRs</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155322423870549">https://www.facebook.com/NPCWomen/posts/10155322423870549</a>	0	19	0	Advertisement	Yes	N/A	No	No	07/19/17 @ 10:30 AM
The Sorority Life is searching for the next Sorority Woman of the Month! Follow the link to submit your sorority story today and become the August Woman of the Month! <a href="http://thesororitylife.com/The-Real-Deal/profiles.aspx">http://thesororitylife.com/The-Real-Deal/profiles.aspx</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155315305149549">https://www.facebook.com/NPCWomen/posts/10155315305149549</a>	3	3	0	Greek Image	Yes	N/A	No	Yes (link to website with picture)	07/17/17 @ 11:07 AM
NPC's Dani Weatherford speaks in favor of the #REACHAct at Capitol Hill press conference. Watch the press conference here: <a href="https://www.pscp.tv/RepMarciaFudge/1MnxmYWzeLJO?b=2">https://www.pscp.tv/RepMarciaFudge/1MnxmYWzeLJO?b=2</a>	<a href="https://www.facebook.com/NPCWomen/posts/1015530058860549">https://www.facebook.com/NPCWomen/posts/1015530058860549</a>	0	70	1	Hazing	Yes	#REACHAct	No	Yes	07/13/17 @ 11:29 AM
We're proud to stand as a united fraternal community behind the REACH Act, a critical step to combatting hazing on campuses across the nation. If enacted by Congress, the REACH Act would ensure that students, administrators and parents have access to the tools and information they need to hold organizations and campuses accountable around issues related to hazing. Read our statement of support here: <a href="http://bit.ly/2tMdB3Z">http://bit.ly/2tMdB3Z</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155300297490549">https://www.facebook.com/NPCWomen/posts/10155300297490549</a>	41	86	0	Hazing	Yes	N/A	No	Yes	07/13/17 @ 10:03 AM
"My story is just one in a tapestry of narratives unique to each sorority woman." #NPCMessage <a href="https://npcwomen.blogspot.com/20.../...message-of-sorority.html">https://npcwomen.blogspot.com/20.../...message-of-sorority.html</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155297370720549">https://www.facebook.com/NPCWomen/posts/10155297370720549</a>	26	20	0	Greek Image	Yes	#NPCMessage	No	Yes (link to website, no picture)	07/12/17 @ 1:21 PM
Need something warm for cold rainy days? Check out this tone on tone embroidered crest sweatshirt on the NPC Store website! <a href="http://ow.ly/fqZc30dx60">http://ow.ly/fqZc30dx60</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155293758100549">https://www.facebook.com/NPCWomen/posts/10155293758100549</a>	0	4	0	Advertisement	Yes	N/A	No	Yes	07/11/17 @ 11:15 AM

NPC Chairman Donna C. King shares the National Panhellenic Conference Inc.'s commitment to the fight against hazing. <a href="http://ow.ly/Qocw30dnWq#NPCMessage">http://ow.ly/Qocw30dnWq#NPCMessage</a>	<a href="https://www.facebook.com/NPCWomen/posts/1015528693983549:0">https://www.facebook.com/NPCWomen/posts/1015528693983549:0</a>	1	38	0	Hazing	Yes	#NPCmessage	Yes-- National Panhellenic Conference	Yes	07/09/17 @ 11:55 AM
Only one week left to apply for the job openings! NPC is searching for two energetic team-oriented individuals to join its staff in Indianapolis. Please tag or share with friends who are qualified for the director of communication & marketing or director of special projects positions. <a href="http://ow.ly/2nV30dnQW9">http://ow.ly/2nV30dnQW9</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155279527770549:0">https://www.facebook.com/NPCWomen/posts/10155279527770549:0</a>	1	10	0	Reminder	Yes	N/A	No	Yes	07/07/17 @ 10:25 AM
Panhellenic Advisors - The July College Panhellenic Conversations is now available. Be sure to download it for information on recruitment and College Panhellenic trends. <a href="http://ow.ly/7ZD30dnTB7">http://ow.ly/7ZD30dnTB7</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155275931165549">https://www.facebook.com/NPCWomen/posts/10155275931165549</a>	0	3	0	Reminder	Yes	N/A	No	No	07/06/17 @ 11:05 AM
Sending best wishes to all Alpha Xi Delta convention attendees! Alpha Xi Delta Fraternity	<a href="https://www.facebook.com/NPCWomen/posts/10155272326945549:0">https://www.facebook.com/NPCWomen/posts/10155272326945549:0</a>	1	55	0	Wishing Luck	No	N/A	Yes-- Alpha Xi Delta Fraternity	Yes	07/05/17 @ 10:01 AM
NPC is searching for two energetic, team-oriented individuals to join its staff. Please tag friends who are qualified for the director of communication & marketing or director of special projects positions. More information is available on our website. <a href="http://ow.ly/LhK30cORFr">http://ow.ly/LhK30cORFr</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155265627595549">https://www.facebook.com/NPCWomen/posts/10155265627595549</a>	0	25	2	Reminder	Yes	N/A	No	Yes	07/03/17 @ 2:51 PM
Wishing our Panhellenic sisters of Alpha Delta Pi, Alpha Omicron Pi Fraternity and Alpha Xi Delta Fraternity an educational and motivational experience at their conventions! #ADPiConvention #AOICon2017#AlphaXiDelta	<a href="https://www.facebook.com/NPCWomen/posts/10155255299790549">https://www.facebook.com/NPCWomen/posts/10155255299790549</a>	1	70	1	Wishing Luck	No	#ADPiConvention #AOICon2017 #AlphaXiDelta	Yes-- Alpha Delta Pi, Alpha Omicron Pi Fraternity, and Alpha Xi Delta Fraternity	No	6/30/2017 @ 11:00 PM
Thanks to our partner @CSLManagementLLC for your dedication to the National Panhellenic Conference and our member organizations! You can learn more about their mission on their website. <a href="http://ow.ly/Qco30dAMiP">http://ow.ly/Qco30dAMiP</a>	<a href="https://www.facebook.com/NPCWomen/posts/1015525304605549">https://www.facebook.com/NPCWomen/posts/1015525304605549</a>	0	0	0	Thank You	Yes	N/A	Yes-- @CSLManagementLLC	No	06/30/17 @ 10:01 AM
Wishing all Alpha Omicron Pi convention attendees safe travels and an educational experience! #AOICon2017 Alpha Omicron Pi Alpha Omicron Pi	<a href="https://www.facebook.com/NPCWomen/posts/10155249508715549:0">https://www.facebook.com/NPCWomen/posts/10155249508715549:0</a>	3	65	0	Wishing Luck	NO	#AOICon2017	No	Yes	06/29/17 @ 11:15 AM
Need to get away? Our friends-level partner @VisitBatonRouge can help! <a href="http://ow.ly/6TCA30aAQzK">http://ow.ly/6TCA30aAQzK</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155237280180549">https://www.facebook.com/NPCWomen/posts/10155237280180549</a>	0	0	0	Advertisement	Yes	N/A	Yes-- @VisitBatonRouge	No	06/26/17 @ 8:01 AM
There's only one week left to nominate someone for the Women in Higher Education Achievement Award! The award will be presented at the 2017 National Panhellenic Conference annual meeting Oct. 27, 2017 in Denver, Colorado. Learn more here: <a href="http://ow.ly/PDSB30b1xKE">http://ow.ly/PDSB30b1xKE</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155234950660549">https://www.facebook.com/NPCWomen/posts/10155234950660549</a>	1	5	0	Celebration	Yes	N/A	No	Yes (link to website with picture)	06/25/17 @ 1:10 PM
Check out what our friend-level partner @UniversityPhoto can do for your council or community! <a href="http://ow.ly/A92Y30aAQzJ">http://ow.ly/A92Y30aAQzJ</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155234164975549">https://www.facebook.com/NPCWomen/posts/10155234164975549</a>	0	2	0	Advertisement	Yes	N/A	Yes-- @UniversityPhoto	Yes (link to website with picture)	06/25/17 @ 8:00 AM
Wishing our Panhellenic sisters of Alpha Epsilon Phi National Sorority, Phi Sigma Sigma and Pi Beta Phi an educational and motivational experience at their conventions. #aephiconv17 #PSSConventon2017 #piph150 See the other conventions coming up this summer on the NPC calendar. <a href="http://ow.ly/G5ye30cQTBM">http://ow.ly/G5ye30cQTBM</a>	<a href="https://www.facebook.com/NPCWomen/posts/10155231434860549">https://www.facebook.com/NPCWomen/posts/10155231434860549</a>	1	57	0	Wishing Luck	Yes	#aephiconv17 #PSSConventon2017 #piph150	Yes-- Alpha Epsilon Phi National Sorority, Phi Sigma Sigma, and Pi Beta Phi	Yes (link to website with picture)	06/27/17 @ 10:30 AM

**TABLE 2: TWITTER AUDIT**

Text	URL	# of Retweets	# of Likes	# of Comments	Content (Police/Police Brutality, Social Issues, Anti Trump/Pence, Retweets, and Other)	Linked Included Yes/No	List of Hashtags	Direct Tweet Yes/No	Graphics/Pictures/Videos Yes/No	Time and Date
Fire safety is more than stop, drop, and roll. Learn how to avoid hazards in your residence hall and stay safe. #NCSAM17	<a href="https://twitter.com/NPCWomen/status/913859752635043841">https://twitter.com/NPCWomen/status/913859752635043841</a>	0	2	0	Safety		#NCSAM17	?	No	09/29/2017 @ 4:15 pm
While sexual assault can take many forms, one thing remains the same: it's never the victim's fault. #TheRedZone http://ed.gr/ch1b	<a href="https://twitter.com/NPCWomen/status/913818417588789248">https://twitter.com/NPCWomen/status/913818417588789248</a>	16	17	0	Sexual Assault	Yes	#TheRedZone	?	No	09/29/2017 @ 1:31 PM
#TheRedZone tip: Intervene. Create a distraction, ask directly, refer to an authority or enlist others if a friend needs help. @RAINN01	<a href="https://twitter.com/NPCWomen/status/913780895391285256">https://twitter.com/NPCWomen/status/913780895391285256</a>	8	6	0	Sexual Assault	No	#TheRedZone	Yes--@RAINN01	No	
#TheRedZone tip: intervene. Create a distraction, ask directly, refer to an authority or enlist others if a friend needs help. @RAINN01	<a href="https://twitter.com/NPCWomen/status/913769167043604486">https://twitter.com/NPCWomen/status/913769167043604486</a>	0	0	0	The Red Zone	No	#TheRedZone	Yes-- @RAINN01	No	09/29/17 @ 10:15 AM
Registration for #Academy18 is now open! Your College Panhellenic can sign up here: https://npcwomen.wufoo.com/forms/mlujkwoh0s6efm/...	<a href="https://twitter.com/NPCWomen/status/913735498086191105">https://twitter.com/NPCWomen/status/913735498086191105</a>	1	2	0	Reminder	Yes	#Academy18	No	No	09/29/17 @ 8:01 AM
Identify the mental health and counseling services on your campus. #NCSAM17	<a href="https://twitter.com/NPCWomen/status/913127437030105088">https://twitter.com/NPCWomen/status/913127437030105088</a>	3	5	0	Safety	No	#NCSAM17	No	No	09/27/17 @ 3:45 PM
Here are tips college students can use to look out for friends and increase personal safety. http://ed.gr/ch1a #RedZone #CampusSafety	<a href="https://twitter.com/NPCWomen/status/913067069104680961">https://twitter.com/NPCWomen/status/913067069104680961</a>	7	11	0	The Red Zone	Yes	#RedZone #CampusSafety	No	No	09/27/17 @ 11:45 AM
According to @loveisrespect 57% of college students say dating violence is difficult to identify. #NCSAM17	<a href="https://twitter.com/NPCWomen/status/912408931670077441">https://twitter.com/NPCWomen/status/912408931670077441</a>	1	2	0	Safety	No	#NCSAM17	Yes-- @loveisrespect	No	09/25/17 @ 4:10 PM
If a friend tells you she is a victim of sexual violence, comforting words include "I believe you" and "you can trust me." #TheRedZone	<a href="https://twitter.com/NPCWomen/status/912378731628515335">https://twitter.com/NPCWomen/status/912378731628515335</a>	29	56	0	The Red Zone	No	#TheRedZone	No	No	09/25/17 @ 2:10 PM
Learn about what steps you can take following sexual violence to help ground you in a difficult time. #TheRedZone http://ed.gr/ch0d	<a href="https://twitter.com/NPCWomen/status/912369931353755650">https://twitter.com/NPCWomen/status/912369931353755650</a>	0	4	0	The Red Zone	Yes	#TheRedZone	No	No	09/25/17 @ 1:35 PM

Only 20% of female student victims, age 18-24, report to law enforcement. @RAINN01 https://www.rainn.org/statistics/campus-sexual-violence... #TheRedZone	<a href="https://twitter.com/NPCWomen/status/911311860548407296">https://twitter.com/NPCWomen/status/911311860548407296</a>	1	4	0	The Red Zone	Yes	#TheRedZone	Yes-- @RAINN01	No	09/22/17 @ 3:30 PM
The #REACHAct is an important step to @PreventHazing. Thanks to @RepMarciaFudge @RepMeehan for their leadership.	<a href="https://twitter.com/NPCWomen/status/911292873613733888">https://twitter.com/NPCWomen/status/911292873613733888</a>	3	9	0	Hazing	No	#REACHAct	Yes-- @PreventHazing @RepMarciaFudge @RepMeehan	No	09/22/17 @ 2:15 PM
It's #NHPW17. And we stand with partners to put student safety first. #thesehandsonthaze	<a href="https://twitter.com/NPCWomen/status/911266569476542465">https://twitter.com/NPCWomen/status/911266569476542465</a>	11	21	0	Hazing	No	#NHPW17 #thesehandsonthaze	No	Yes (Picture)	09/22/17 @ 12:30 PM
Know the consequences of hazing and work together towards a safer community. http://hazingprevention.org/home/hazing/hazing-and-its-consequences/... #NHPW17	<a href="https://twitter.com/NPCWomen/status/911239989534609408">https://twitter.com/NPCWomen/status/911239989534609408</a>	5	7	0	Hazing	Yes	#NHPW17	No	No	09/22/17 @ 10:45 AM
speaking up when you see something that doesn't seem right is #bystanderintervention. Take the #FirstStep this #NCSAM17	<a href="https://twitter.com/NPCWomen/status/910938005694763008">https://twitter.com/NPCWomen/status/910938005694763008</a>	11	16	0	Hazing	No	#bystanderintervention #FirstStep #NCSAM17	No	No	09/21/17 @ 2:45 PM
Questions about consent? RAINN has answers. #TheRedZone http://ed.gr/chzw	<a href="https://twitter.com/NPCWomen/status/910925392868933633">https://twitter.com/NPCWomen/status/910925392868933633</a>	1	1	0	The Red Zone	Yes	#TheRedZone	No	No	09/21/17 @ 1:55 PM
Love seeing these ladies learn about campus safety during #NCSAM17	<a href="https://twitter.com/NPCWomen/status/910913133425852416">https://twitter.com/NPCWomen/status/910913133425852416</a>	2	7	0	Safety	Yes	#NCSAM17	Yes-- @WSU_Theta	Yes (Picture with a link)	09/21/17 @ 1:06 PM
We stand with @PreventHazing for #NHPW17. We all have a role in the battle against hazing.	<a href="https://twitter.com/NPCWomen/status/910904176544239616">https://twitter.com/NPCWomen/status/910904176544239616</a>	34	46	0	Hazing	No	#NHPW17	Yes-- @PreventHazing	Yes	09/21/17 @ 12:30 PM
Use this interactive map to familiarize yourself with the laws in your state regarding hazing. http://hazingprevention.org/home/hazing/statelaws/... #NHPW17	<a href="https://twitter.com/NPCWomen/status/910877612624502787">https://twitter.com/NPCWomen/status/910877612624502787</a>	6	13	0	Hazing	Yes	#NHPW17	No	No	09/21/17 @ 10:45 AM
About 1 in 6 college-aged female survivors received assistance from a victim services agency. #TheRedZone @RAINN01 https://www.rainn.org/statistics/campus-sexual-violence...	<a href="https://twitter.com/NPCWomen/status/910575631032836099">https://twitter.com/NPCWomen/status/910575631032836099</a>	1	4	0	The Red Zone	Yes	#TheRedZone	Yes-- @RAINN01	No	09/20/17 @ 2:45 PM
Hazing isn't tradition. Learn more through the @CleryCenter video "We Don't Haze" http://bit.ly/1s2q5QV #NHPW17	<a href="https://twitter.com/NPCWomen/status/910530339839365120">https://twitter.com/NPCWomen/status/910530339839365120</a>	9	9	0	Hazing	Yes	#NHPW17	Yes-- @CleryCenter	Yes (Video)	09/20/17 @ 11:45 AM
If you or someone you know was the victim of sexual assault, know your rights http://bit.ly/2uzWzok #NCSAM2017 #TheRedZone	<a href="https://twitter.com/NPCWomen/status/910213210862751744">https://twitter.com/NPCWomen/status/910213210862751744</a>	6	4	0	The Red Zone	Yes	#NCSAM2017 #TheRedZone	No	No	09/19/17 @ 2:45 PM
humiliation of new or potential members are just two examples of hazing. For more visit: http://hazingprevention.org/home/hazing/facts-what-hazing-looks-like/...	<a href="https://twitter.com/NPCWomen/status/910152845256724480">https://twitter.com/NPCWomen/status/910152845256724480</a>	17	13	0	Hazing	Yes	#NHPW17	No	No	09/19/17 @ 10:45 AM
National Hazing Prevention Week starts today. Remember, hazing is still hazing regardless of a person's willingness to participate. #NHPW17	<a href="https://twitter.com/NPCWomen/status/909818101897756672">https://twitter.com/NPCWomen/status/909818101897756672</a>	137	146	0	Hazing	No	#NHPW17	No	Yes	09/18/17 @ 12:35 PM

Take time today to discover the safety resources provided on your campus. #NCSA2017	<a href="https://twitter.com/NPCWomen/status/908752422109110273">https://twitter.com/NPCWomen/status/908752422109110273</a>	1	1	0	Safety	No	#NCSA2017	No	No	09/15/17 @ 2:00 PM
Depression is one of the most common psychological reactions that survivors experience. #TheRedZone Learn more: <a href="http://ed.gr/ch0e">http://ed.gr/ch0e</a>	<a href="https://twitter.com/NPCWomen/status/908714727018307585">https://twitter.com/NPCWomen/status/908714727018307585</a>	1	6	0	The Red Zone	Yes	#TheRedZone	No	No	09/15/17 @ 11:30 AM
NPC is celebrating Character Day today! Discussing how we can move towards #CultivatingCharacter @tiffanyshlain	<a href="https://twitter.com/NPCWomen/status/908001687419441152">https://twitter.com/NPCWomen/status/908001687419441152</a>	7	12	0	Celebration	NO	#CultivatingCharacter	Yes-- @tiffanyshlain	Yes	09/13/17 @ 12:17 PM
Help keep your sisters safe by creating awareness about #TheRedZone and sexual violence @womenshealth <a href="http://ow.ly/u5sy30eQOXz">http://ow.ly/u5sy30eQOXz</a>	<a href="https://twitter.com/NPCWomen/status/906186718583414784">https://twitter.com/NPCWomen/status/906186718583414784</a>	7	8	0	The Red Zone	Yes	#TheRedZone	Yes-- @womenshealth	No	09/08/17 @ 12:05 PM
College Panhellenic Academy scholarship are due today! <a href="http://bit.ly/2eHgewi">http://bit.ly/2eHgewi</a>	<a href="https://twitter.com/NPCWomen/status/906148461661257730">https://twitter.com/NPCWomen/status/906148461661257730</a>	1	5	0	Reminder	Yes	N/A	No	Yes	09/08/17 @ 9:33 AM
The deadline to apply for a College Panhellenic Academy scholarship is tomorrow Sept. 8, apply today! <a href="http://bit.ly/2eHgewi">http://bit.ly/2eHgewi</a>	<a href="https://twitter.com/NPCWomen/status/905853328311103492">https://twitter.com/NPCWomen/status/905853328311103492</a>	5	7	0	Reminder	Yes	N/A	No	Yes	09/07/17 @ 2:00 PM
If you're in a sexual violence situation, you don't have to go through it alone. National Sexual Assault Hotline: 800-656-HOPE #TheRedZone	<a href="https://twitter.com/NPCWomen/status/905495646509072390">https://twitter.com/NPCWomen/status/905495646509072390</a>	22	29	0	The Red Zone	No	#TheRedZone	No	No	09/06/17 @ 2:19 PM
Be true to yourself and go with your gut. If something doesn't feel right or you feel unsafe, trust your instincts. #NCASM17	<a href="https://twitter.com/NPCWomen/status/904705823687012352">https://twitter.com/NPCWomen/status/904705823687012352</a>	14	36	0	Safety	No	#NCASM17	No	No	09/04/17 @ 10:00 AM
The deadline for College Panhellenic Academy scholarships in just over a week. ✓ out this month's newsletter: <a href="http://bit.ly/2eHgewi">http://bit.ly/2eHgewi</a> @Theta_Phi_Alpha!	<a href="https://twitter.com/NPCWomen/status/903237120025866240">https://twitter.com/NPCWomen/status/903237120025866240</a>	3	3	0	Reminder	Yes	N/A	No	No	08/21/17 @ 8:44 AM
Learn more about this member organization on Pinterest. <a href="http://ow.ly/vbzE30c">http://ow.ly/vbzE30c</a>	<a href="https://twitter.com/NPCWomen/status/902894011194761216">https://twitter.com/NPCWomen/status/902894011194761216</a>	3	22	0	Celebration	Yes	N/A	Yes-- @Theta_Phi_Alpha	Yes (picture)	08/30/17 @ 10:01 AM
Order this Positively Panhellenic tee from <a href="http://NPCStore.org">http://NPCStore.org</a> today! 4956632069	<a href="https://twitter.com/NPCWomen/status/902611874956632069">https://twitter.com/NPCWomen/status/902611874956632069</a>	0	3	0	Advertisement	Yes	N/A	No	Yes (picture)	08/29/17 @ 3:20 PM
Watch this video to learn more about #TheRedZone created by @UNM:	<a href="https://twitter.com/NPCWomen/status/902184308772933632">https://twitter.com/NPCWomen/status/902184308772933632</a>	4	6	0	The Red Zone	Yes	#TheRedZone	Yes-- @UNM	Yes (Video)	08/28/17 @ 11:01 AM
Want to watch the video @NPCChairman included in her blog post this month? Watch it here:	<a href="https://twitter.com/NPCWomen/status/900013548323180549">https://twitter.com/NPCWomen/status/900013548323180549</a>	0	6	0	Advertisement	Yes	N/A	Yes-- @NPCChairman	Yes (Video)	08/22/17 @ 11:15 AM
NPC staff thanks the gracious incoming Vice Chairman, Malaea Seleski @zafaternity for the... <a href="https://www.instagram.com/p/BX5krz4BE9x/">https://www.instagram.com/p/BX5krz4BE9x/</a>	<a href="https://twitter.com/NPCWomen/status/898201675072233472">https://twitter.com/NPCWomen/status/898201675072233472</a>	1	8	0	Thank You	Yes (to instagram)	N/A	Yes	No	8/17/2017 @ 11:15 Am
Make sure you check out @NPCChairman's blog post about keeping up with the next generation! <a href="http://ow.ly/jp7P30e9cMI">http://ow.ly/jp7P30e9cMI</a>	<a href="https://twitter.com/NPCWomen/status/894940084184772609">https://twitter.com/NPCWomen/status/894940084184772609</a>	3	7	0	Advertisement	Yes	N/A	Yes-- @NPCChairman	No	08/08/17 @ 11:15 AM
Congratulations to @UTKPanhellenic's Jennifer Pierce for receiving the 2017 Outstanding Panhellenic Advisor Award! <a href="http://ow.ly/deeO30eesyU">http://ow.ly/deeO30eesyU</a>	<a href="https://twitter.com/NPCWomen/status/89463790100497408">https://twitter.com/NPCWomen/status/89463790100497408</a>	5	26	1	Celebration	Yes	N/A	Yes-- @UTKPanhellenic's	No	08/07/17 @ 3:14 PM
Shop everything NPC at your next meeting! Sign up for a shop box today!	<a href="https://twitter.com/NPCWomen/status/892466255805939712">https://twitter.com/NPCWomen/status/892466255805939712</a>	2	16	0	Advertisement	No	N/A	No	Yes (Picture)	08/01/17 @ 3:25 PM

Use the hashtag #IAmASororityWoman or reply to this tweet to start a conversation about your sorority experience.	<a href="https://twitter.com/NPCWomen/status/892401199898660865">https://twitter.com/NPCWomen/status/892401199898660865</a>	121	161	7	Greek Image	No	#IAmASororityWoman	No	Yes (Picture)	08/01/17 @ 11:06 AM
Today is #NationalInternDay. BIG thank you to our marketing and communications intern @_mdenh for being a great team member!	<a href="https://twitter.com/NPCWomen/status/890641006487453696">https://twitter.com/NPCWomen/status/890641006487453696</a>	5	18	0	Thank You	no	#NationalInternDay	Yes-- @_mdenh	No	07/27/17 @ 2:32 PM
Thank you Billhighway for your continued support of NPC! Check out our Platinum sponsor today: <a href="http://ow.ly/s89h30dJ55">http://ow.ly/s89h30dJ55</a>	<a href="https://twitter.com/NPCWomen/status/889920746167967744">https://twitter.com/NPCWomen/status/889920746167967744</a>	0	7	1	Thank You	Yes	N/A	No	No	0725/17 @ 2:50 PM
Head over to the NPC Store website today and shop this "Find Your Paradise" tee! <a href="http://ow.ly/Zhz330dJkqJ">http://ow.ly/Zhz330dJkqJ</a>	<a href="https://twitter.com/NPCWomen/status/888111508500094976">https://twitter.com/NPCWomen/status/888111508500094976</a>	1	4	0	Advertisement	yes	N/A	No	Yes (Picture)	07/20/17 @ 3 PM
"You're the face of sorority and fraternity this year. Tell your story & be proud about your experience." @DaniWeatherford #fieldstaff17	<a href="https://twitter.com/NPCWomen/status/887301563194191872">https://twitter.com/NPCWomen/status/887301563194191872</a>	10	22	0	Greek Image	no	#fieldstaff17	Yes-- @DaniWeatherford	no	07/18/17 @ 9:22 AM
Wishing the @SigmaKappa consultants safe travels! Thank you for visiting! #SKLC	<a href="https://twitter.com/NPCWomen/status/885938054061580288">https://twitter.com/NPCWomen/status/885938054061580288</a>	1	17	0	Thank You	Link (to other account)	#SKLC	Yes-- @NPCChairman	Yes (Picture)	07/14/17 @ 3:04 PM
Deadline is today to apply for the director of communication & marketing and director of special projects openings. <a href="http://ow.ly/n9W730dnRxX">http://ow.ly/n9W730dnRxX</a>	<a href="https://twitter.com/NPCWomen/status/885854075383947264">https://twitter.com/NPCWomen/status/885854075383947264</a>	4	4	0	Reminder	Yes	N/A	no	Yes (Picture)	07/14/17 @ 9:30 AM
An honor to represent @NPCWomen in support of #REACHact against campus hazing. Thx @RepMarciaFudge @PatMeehanPA	<a href="https://twitter.com/DaniWeatherford/status/885521876860227584">https://twitter.com/DaniWeatherford/status/885521876860227584</a>	7	22	0	Hazing	No	#REACHact	Yes-- @NPCWomen @RepMarciaFudge @PatMeehanPA	Yes	07/13/17 @ 11:30 AM
ICYMI: @NPCWomen's Dani Weatherford speaks in favor of the #REACHact at Capitol Hill press conference.	<a href="https://twitter.com/NPCWomen/status/885516783192506373">https://twitter.com/NPCWomen/status/885516783192506373</a>	4	13	0	Hazing	No	#REACHact	Yes-- @NPCWomen	Yes	07/13/17 @ 11:10 AM