

News & Insights

Art Hoge and Collin Walke for University Business - Why sorority video recruitment risks members' digital identities

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University Business

<https://universitybusiness.com/why-sorority-video-recruitment-risks-members-digital-identities/>

The path to sorority life can be a competitive process for those seeking an invitation to join a sorority.

On many college campuses the sorority recruitment process is governed by recruitment rules which include a maximum number of new members that each sorority chapter on the campus can have for that recruitment period, and the recruitment period is limited to a few days.

For many seeking a coveted invitation to join, the path is no longer paved solely with recruitment events. Since sorority influencers, like "RushTok," exploded in 2021, the path for many young women seeking an invitation includes self-submitted curated videos reflecting appropriate aesthetics, intonation and messaging submitted by the prospective member. [READ MORE](#)

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