

The Summer Contact **Playbook**



Everything They Don't Tell You From
Someone Who's Been in the Basement

Your briefing starts now.

I'm Getting DMs on Insta. HELP!

If you get a DM from an active sorority member before recruitment, don't panic. You're not being secretly recruited. You're not breaking any rules by responding. And most importantly this is not dirty rushing.

Starting in 2020, the National Panhellenic Conference changed the rules around pre-recruitment contact. It used to be that active members couldn't talk to PNMs at all before recruitment started. Now, it's actually encouraged. Chapters and active members can reach out to you on Instagram, text you, or message you to encourage you to sign up for recruitment.

This is a big shift from what most older sorority women are used to, and a lot of them still think it's against the rules. It's not. I see people confidently giving wrong information about this on social media all the time. Make sure you're getting your information from reliable, current sources.

There are two rules NPC does have about this: active members cannot bid promise you (that's the real dirty rushing now), and they should be promoting the overall Greek experience, not just their own chapter. Beyond that, they're free to connect with you.

Feel free to interact with anyone who reaches out. Ask them about their experience. Have a conversation if you want to. You're also under zero obligation to have a long, in-depth chat. Some PNMs do, some don't. Both are completely fine.



I can't give you a script for every possible message you might receive, but let me give you one common scenario with three options so you can see the difference:

They say: "Hi [name]! Saw you're coming to [school]. You should think about signing up for recruitment!"

A good reply: "Thanks for sending the link!"

A better reply: "I'm so excited to be at [school]. I'm going to apply soon. Thanks!"

The best reply: "Thanks! I'm so ready for recruitment. I would love to hear more about your recruitment experience!" (Or ask them a specific question.)

See the difference? The best reply opens a door. It shows genuine interest without being over-the-top, and it invites them to keep the conversation going. That's how you start making connections before recruitment even begins.

If you want more details on the official NPC policy around positive panhellenic contact, you can read their Resolved to Educate document here: [NPC Resolved to Educate](#)

My hot take? This is a great way to get a leg up on other PNMs. Most PNMs aren't responding to these DMs or texts. That means the ones who do respond stand out. Replying shows them you're interested, you're engaged, and you're someone who actually wants to be there. Chapters notice that.

The Instagram Question Everyone Is Asking

Let's talk about the follow game, because this is where I see PNMs spiral the most over the summer.

First question: should you follow all the sorority chapters at your school on Instagram? Yes. And not just the ones you think you're interested in. Follow all of them. I cannot stress this enough. Basement teams notice when a PNM is following other chapters but not theirs, and they notice in a bad way. Following everyone gives you a real look at what each chapter is actually like, and it keeps you from accidentally signaling preferences before recruitment even starts. Follow them all, watch quietly, take it in.

Now, individual members. With the updated rules around positive panhellenic contact, following actives is fair game. Would I tell you to go hunt down random members and follow them out of nowhere? No, that's a lot. But if it's a friend of a friend, someone you actually know, or someone who followed you first? Follow them back without a second thought. That's not weird. That's just how this works now. Speaking of which. If a chapter follows you, don't spiral. This is completely normal post-2020 and it's not a secret coded message about your bid potential. Interact with their content if you want to. Don't if you don't. It's not a test.

And on the flip side, if no chapters have followed you, that is also not a sign. I promise. At some schools this happens constantly, at others it's rare. Chapters typically find PNMs through the school's Class of Instagram pages or roommate-search accounts. If you're not active on those, that's almost certainly why you haven't been found yet. It has nothing to do with you. Get yourself on a Class of page if you want to be more visible, and stop refreshing your followers list.

The summer Instagram game is quieter than people make it out to be. Follow widely, respond warmly when someone reaches out, and don't read tea leaves in who is and isn't following you. The basement isn't watching as closely as you think over the summer. They're watching very closely starting in August. We'll save that conversation for another guide.

You're dismissed.