SOCIAL MEDIA POSTS OF DRINKING AND EATING HABITS IN SORORITIES



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SOCIAL MEDIA POSTS OF DRINKING AND EATING HABITS IN SORORITIES

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Abstract

Social media can often be used by sororities to promote their chapters and recruit new members. While social media provides a broader reach, it can also have negative consequences (Roberson et al., 2018). This study examined (1) social media posts on drinking and problematic eating habits within sororities, (2) the impact of these posts on drinking behaviors and body image, and (3) strategies and guidelines for sororities regarding responsible social media use. Results suggest that social media posts can normalize heavy drinking (Cirillo et al., 2022). They can reinforce disordered eating patterns and, in turn, body dissatisfaction via social comparison with peers (Skubisz et al., 2023). Findings highlight that the curated and idealized content often posted can perpetuate unrealistic standards of beauty and behavior, influencing members' self-esteem and well-being.

Additionally, posts portraying frequent partying and alcohol consumption may contribute to a perceived culture of excess that pressures new or prospective members to conform. It will be beneficial for sororities to have clear codes of conduct on mindful social media posting. Incorporating digital literacy and media awareness education may empower members to use social platforms more intentionally and positively. There are not many educational literacy programs available on national websites, which shows that programs may not be readily available for each chapter. These findings underscore the importance of fostering online spaces prioritize health, authenticity, and inclusivity within sorority communities. Creating these programs can help show the importance of how posts can influence others.

Social Media Posts of Drinking and Eating Habits in Sororities

Chapter 1: Introduction

Social media can play a role in shaping the self-image and behaviors of college students, especially women, due to concepts similar to comparison, unrealistic beauty standards, and validation. Nearly 70% of Americans use social media daily (Pew Research, 2021). For sorority members, platforms like Instagram and TikTok offer an opportunity to promote their sorority chapter, showcase their lives, and create a public persona. Sororities, particularly during recruitment periods, encourage members to share idealized versions of themselves online, often highlighting appearances, social events, and drinking habits. However, these posts typically do not reflect the everyday reality of sorority life. They may inadvertently influence how others perceive their sorority.

When considering how social media posts can influence perceptions, many mechanisms are involved. The social comparison theory explains how people view themselves and who they feel they relate to (Nortje, 2020). The foundation of social comparison theory is built on the idea that a drive exists in all people to evaluate their opinions and abilities (Festinger, 1954). More modern research suggests concepts including physical traits, feelings, and accomplishments, while Festinger's research focused on views and skills. Another central idea of social comparison theory is that people are more likely to compare with other people who they believe share similar opinions (Festinger 1954). People want to reaffirm that their views are correct, which causes them not to want to engage with others who they believe will disrupt their opinions.

Social Media and Drinking Habits

Drinking is a prominent feature of many college experiences, and sororities are no exception. On social media, members often post about their drinking habits at parties and other social events, normalizing alcohol consumption as an integral part of sorority life (Capone et al., 2007). This can send a message to non-members, particularly incoming students, that drinking is a necessary part of fitting in, even if it doesn't align with their personal habits or preferences (Roberson et al., 2018). Social media engagement with friends or peers who post about drinking can exert a form of peer pressure, making individuals feel a stronger desire to partake in these behaviors to align with social norms (Moreno & Whitehill, 2014). The visibility of these behaviors, particularly when amplified through widely shared photos and videos, can normalize excessive drinking and contribute to the culture of binge drinking on college campuses (Cirillo et al., 2022).

Research on college drinking has found that Greek life members, including sorority members, tend to drink more heavily than their non-Greek counterparts (Capone et al., 2007). The use of social media further exacerbates this dynamic, as members may feel compelled to portray a specific lifestyle that includes socializing through alcohol. Although some sororities have rules about how alcohol consumption can be portrayed online, such as requiring members to be of legal drinking age or limiting explicit alcohol-related posts, these boundaries might not always be clear-cut. As a result, the unintended consequence is that members may feel as if they are expected to engage in certain behaviors, including excessive drinking, to gain acceptance from the rest of the chapter.

Social Media and Disordered Eating

Disordered eating is another significant area in which social media can influence perceptions of sorority life. Sororities are often associated with a specific physical ideal, with members frequently portrayed on social media as fitting narrow beauty standards, predominantly thin, conventionally attractive, and uniformly styled (Skubisz et al., 2023). These portrayals can reinforce a narrow definition of beauty and send a powerful message to potential recruits about how they are expected to look to belong. When sorority chapters post content featuring only a specific body type, they unintentionally create an environment where non-members may feel that they need to change their appearance to fit these ideals, whether through weight loss, cosmetic procedures, or other forms of body modification (Hogue & Mills, 2019).

The pressure to conform to beauty standards within sororities can contribute to disordered eating behaviors, particularly among young women who may already struggle with body dissatisfaction. Studies have shown that sorority members are at an increased risk of developing eating disorders, such as anorexia, bulimia, and binge eating, due to the high social pressures surrounding appearance and body image (Basow et al., 2007). Social media posts that highlight thin, idealized body types may exacerbate these pressures, influencing both sorority members and non-members alike to believe that specific physical standards are necessary for inclusion. Furthermore, when non-members, especially prospective recruits, see these posts, they may feel discouraged if they do not match the idealized body type being presented. This can lead to increased body dissatisfaction and contribute to the development of unhealthy eating behaviors (Schulken et al., 1997; Adams et al., 2017).

Disordered eating and body image are closely connected as both revolve around an individual's perception of their body and the way they relate to food. Body image refers to how someone sees or feels about their physical appearance (National Eating Disorders Collaboration, 2022). At the same time, disordered eating often emerges as a response to negative body image as individuals attempt to meet societal or personal expectations of how they "should" look. The role of social media in shaping body image is well-documented. Research shows that frequent exposure to idealized images on platforms like Instagram can lead to body dissatisfaction, particularly for young women (Burnette et al., 2017; de Valle et al., 2021). Social media not only promotes unrealistic beauty standards but also reinforces the idea that success, popularity, and social acceptance are tied to appearance. This can have particularly damaging effects on sorority members, who often find themselves under constant scrutiny from their peers, both inside and outside the chapter (Prochnow et al., 2021). Sorority women are encouraged to present a curated, polished version of themselves on social media. This leads to a cycle where members feel they must meet specific beauty standards to gain social validation (Skubisz et al., 2023).

Social media also facilitates the spread of unhealthy behaviors related to body image, such as dieting and excessive exercise. When sorority members post about their weight loss journeys, fitness routines, or food restrictions, it may inspire others, especially non-members considering joining, to adopt similar behaviors in pursuit of the same body ideals. This can contribute to the normalization of disordered eating practices and unhealthy lifestyle choices, which can have long-term mental and physical health consequences (Ortiz & Thompson, 2020).

Social Media's Double-Edged Sword

While social media can harm body image and drinking habits, it is not inherently detrimental. For many sororities, social media also serves as a tool for empowerment, community-building, and self-expression. Platforms like Instagram and TikTok offer sorority members an opportunity to share their experiences, showcase their achievements, and create a sense of belonging (Skubisz et al., 2023). However, the line between celebration and idealization is often blurred. When social media content is carefully curated to highlight only certain aspects of sorority life, particularly body types and drinking behaviors, it can inadvertently reinforce harmful stereotypes and perpetuate unrealistic expectations for members and non-members alike.

The Goals of Current Research

Throughout this review, I reviewed research examining social media portrayals of drinking behaviors and disordered eating within sororities and whether they influenced perceptions of sorority life. Disordered eating is often a response to a negative body image. If an individual does not feel as if they fit into societal norms, they are likely to lean towards disordered eating. The research aimed to understand how these portrayals shape the attitudes and behaviors of sorority members and the broader dynamics of sorority life. A key objective was to explore how social media posts about drinking behaviors in sororities influence portrayals of alcohol consumption and social norms within the sorority community. By studying the research literature that investigated how binge drinking is normalized and celebrated in sorority-related content, this paper examined whether these portrayals might encourage excessive drinking or reinforce alcohol-related peer pressure among sorority members themselves. This will help clarify how social media may shape alcohol use and social behavior within sororities.

Another goal was to investigate the impact of social media portrayals of disordered eating, through idealized body posts, within sororities on active members' body dissatisfaction and related behaviors. This review looked at how idealized body types, often showcased on sorority social media platforms, contribute to body dissatisfaction that might lead to unhealthy behaviors, such as disordered eating, dieting, or extreme exercise, as members feel pressured to conform to narrow beauty standards. Understanding these dynamics is crucial for addressing the mental health challenges associated with body image in sorority communities.

Finally, based on the findings, this review sought to provide actionable recommendations for sororities and universities to reduce the potentially harmful effects of social media portrayals on mental health and behavior. The goal was to suggest strategies and guidelines that encourage sororities to create a more authentic and inclusive social media presence, foster healthier behaviors, and promote a supportive environment that prioritizes mental well-being.

By achieving these goals, this study will contribute to a deeper understanding of how social media shapes the experiences of sorority members and offer insights into how sororities and universities can use these platforms responsibly to promote well-being, inclusivity, and authenticity within their community.

Method of Study

Previous studies have examined how social media posts show sorority members' drinking and eating habits. This systematic review examined the existing literature to identify how these posts can change the portrayals of the sorority members. Sources referenced in this review include articles retrieved from credible academic databases, including the Psychology Database, PsycINFO, PsychArticles, and Google Scholar. Searches will be conducted using the keywords "Sororities," "Binge Drinking," "Disordered Eating," "Alcohol Use," and "Social Media." They

were filtered to include articles published after 2000, in the English language, and peer-reviewed articles. Sources were evaluated and selected for further analysis based on the information provided in the paper's abstract. Findings have been synthesized to formulate common themes among the identified perceptions, which have been further discussed in the conclusion section.

Chapter 2: Drinking Habits Within Sorority Life

For many collegiate sorority members, social media platforms have become exceptionally popular in highlighting one aspect of sorority life: drinking. Digital platforms have become a defining element of everyday life in showcasing exciting features of daily lifestyles, particularly for college students (Chaffey, 2024). Within sororities, these platforms serve as more than just a means of communication; they function as spaces for community engagement, identity construction, and the public representation of Greek life. Instagram, Facebook, and TikTok have become key outlets where members document everything from chapter events and sisterhood bonding to personal milestones and social outings.

Social Media and Its Role in Sororities

With the growing presence of social media in daily interactions, sorority members are increasingly using these platforms to connect with peers, reinforce group identity, and shape the external perception of Greek life. Social media serves as a personal and collective branding tool, where members carefully curate their posts to highlight the most desirable aspects of their sorority experience. These portrayals foster a sense of belonging among current members and serve as a recruitment mechanism, showcasing the appeal of sorority life to potential new members (Capone et al., 2007; Cheney et al., 2017).

A significant component of this digital representation revolves around the social aspects of Greek life. Through visually engaging content on platforms like Instagram, TikTok, and Snapchat, members emphasize the fun, celebratory nature of sorority membership. Posts frequently feature images from bid day celebrations, themed parties, game-day tailgates, and

formal events. These curated snapshots create an inviting and aspirational image of Greek life, portraying it as an exciting and socially fulfilling experience.

However, within these portrayals, there is often an implicit expectation of participation in the drinking culture (Capone et al., 2007). Many social events highlighted on social media prominently feature alcohol, whether in the form of Instagram posts capturing members toasting with drinks, TikTok videos showcasing pre-game rituals, or Snapchat stories documenting a night out at a local bar. This frequent inclusion of alcohol-related content sends a subtle yet powerful message: drinking is an integral part of the sorority experience (Capone et al., 2007; Cheney et al., 2017).

For both current and prospective members, these portrayals can have significant implications. Recruits, eager to assimilate, may perceive alcohol consumption as necessary to fit in with the group. Even if they personally do not wish to engage in drinking, they may feel pressured to do so to align with the social norms presented online. Likewise, active members may feel obligated to maintain a specific image on social media that aligns with the broader perception of sorority life, even if their personal experiences are more nuanced (Roberson et al., 2018).

Beyond shaping individual behavior, these digital narratives contribute to the external perception of sorority life. While many sororities are involved in philanthropy, leadership development, and academic achievement, these aspects might often be underrepresented on social media compared to social events. As a result, the broader public, including university administrators, parents, and potential new members, may develop a limited or skewed

understanding of Greek life, which equates sorority membership primarily with partying and drinking culture (Roberson et al., 2018).

Ultimately, social media functions as both a reflection and a reinforcement of Greek life culture. It mirrors existing norms and traditions while simultaneously shaping the expectations and behaviors of members. Recognizing this dynamic is crucial for individuals and sorority organizations, as it presents an opportunity to foster a more balanced portrayal of Greek life that celebrates its social aspects while highlighting the diverse and meaningful experiences that membership entails. By consciously curating content that represents the full scope of sorority involvement, members can work to challenge stereotypes and create a more inclusive and accurate depiction of Greek life (Capone et al., 2007; Cheney et al., 2017; Roberson et al., 2018).

A study by Cheney et al. (2017) explores the beliefs and social influences surrounding alcohol use and smoking among fraternity and sorority members. Through in-depth interviews with 33 Greek-affiliated college students, the researchers found that fraternity and sorority environments foster a culture where smoking and drinking are closely linked. Fraternity parties and bars were identified as smoking-friendly spaces where members expected to be offered cigarettes and alcohol without judgment. Many participants viewed smoking as an extension of their drinking behavior, believing that smoking enhanced their alcohol experience and that occasional smoking while intoxicated would not lead to addiction. This social normalization of smoking contributed to increased tobacco use among Greek-affiliated students.

The study concluded that Greek life's drinking culture plays a significant role in reinforcing smoking behaviors, with fraternity members often taking on the role of providing cigarettes. Sorority members, in contrast, tended to avoid smoking unless it was within a social

drinking context, where it was more accepted. The findings suggest that intervention efforts should target the early stages of Greek life, such as pledge classes, to de-link smoking from alcohol consumption. The researchers also advocate for policies that increase smoke-free areas at fraternity houses and bars to reduce the social acceptability of smoking in these environments.

Social Media Visibility

The visibility of drinking on social media reinforces certain expectations within Greek life. Members may feel compelled to document their participation in social events involving alcohol, as these posts serve as a form of social currency (Beaver, 2016). Beaver's thesis explores how sorority members use social media to create and maintain solidarity. Using Randall Collins's Interaction Ritual Theory as a framework, Beaver conducted in-depth interviews with 18 sorority women to understand how their daily digital interactions, such as liking, commenting, and sharing, function as small but meaningful interaction rituals. The study found that these online behaviors, though seemingly trivial, reinforce emotional bonds between members and foster a sense of belonging and support. These rituals are made possible through a regulated environment where members sign a "social media contract" that limits inappropriate content and ensures the sorority is always represented positively online.

Despite Collins's emphasis on face-to-face interaction in ritual theory, Beaver argues that virtual spaces like social media can also serve as arenas for emotional energy exchange grounded in preexisting social bonds and shared norms. The regulation of social media content and informal expectations to engage positively with one another's posts lead to consistent, affirming interactions. These digital rituals help new members feel included, affirm older members' leadership roles, and uphold the sorority's collective identity. Ultimately, the thesis reveals how

organizations like sororities use social media not just for communication, but as a strategic tool for cultivating cohesion and reinforcing internal culture.

People often want to fit into the group to be seen as cool and with the in-group within the larger group dynamic. When people are following what the group considers to be something interesting, it can allow that person to gain a better reputation. This is often common among college students, as when they are seen out at parties or posting about the parties they go to, they build their social currency as people put them into a category of a social person because they go out to parties and hang out with their friends. Sharing such experiences online can validate their place within the group and reinforce the idea that drinking is a central, even expected, component of the sorority experience (Wechsler et al., 2009).

A study by Wechsler, Kuh, and Davenport (2009) aimed to investigate whether fraternity and sorority members engage in more hazardous drinking behaviors compared to non-members and to assess the impact of Greek life on alcohol consumption. The researchers hypothesized that fraternity and sorority members, particularly those living in chapter houses, would have higher rates of binge drinking and related negative consequences than their non-affiliated peers. To test this, the researchers used a 20-page questionnaire, drawing from standardized alcohol use measures, and surveyed a national sample of 14,756 students from 115 institutions that had Greek organizations. The results confirmed the hypothesis, showing that fraternity and sorority members drank significantly more than non-members, with 86% of fraternity house residents and 57% of sorority house residents engaging in binge drinking. Moreover, Greek members experienced more alcohol-related issues, such as hangovers, missed classes, unplanned sexual activity, and property damage. The study concluded that Greek life fosters an environment that tolerates hazardous drinking, institutional efforts to curb this behavior have had little impact, and

universities often fail to hold Greek members accountable for their actions. The findings emphasize the need for more potent intervention strategies to address binge drinking within the fraternity and sorority communities.

Additionally, the aesthetic presentation of alcohol consumption, such as well-lit photos of signature cocktails at mixers, choreographed dance videos with drinks in hand, or playful captions about drinking culture, adds to the appeal of this narrative. This type of content not only shapes the perception of what it means to be in a sorority but also influences broader campus culture by making alcohol seem integral to social success (Cirillo et al., 2022).

The study by Cirillo et al. (2022) examines college binge drinking by analyzing social media posts from multiple platforms, including Twitter, Instagram, and Reddit. The researchers found that students frequently post about their drinking experiences, often portraying alcohol consumption in a positive light. The analysis of 1,151 posts revealed that positive attitudes toward drinking were the most common, with students receiving social validation through likes and comments when sharing alcohol-related content. The study suggests that social media reinforces a culture where binge drinking is normalized and even celebrated within college communities.

Additionally, the research highlights concerns about the potential consequences of publicly sharing drinking-related content. In contrast, some posts acknowledged the risks of excessive alcohol consumption, but most depicted it as an integral and desirable part of college life. The study emphasizes the need for real-time interventions that provide students with guidance on safe drinking practices and help them understand the long-term impact of their digital footprints. The researchers recommend that universities develop programs to raise

awareness about responsible social media use and implement harm reduction strategies for alcohol consumption.

Social Media Amplification of Drinking

Studies have shown that social media amplifies social norms around drinking, particularly among college-aged individuals (Capone et al., 2007; Roberson et al., 2018). Within sororities, this amplification manifests in various ways, from direct depictions of drinking at social gatherings to more subtle indications, such as captions referencing alcohol-related inside jokes or hashtags alluding to party culture. The study conducted by Capone et al. (2007) explores the relationship between fraternity and sorority involvement, social influences, and alcohol use among college students over their first two years of college. Using latent growth curve modeling, the researchers examined whether selection, socialization, or reciprocal influence processes best explained the effects of Greek life on alcohol consumption and related problems. They identified three key social influences, alcohol offers, social modeling, and perceived norms, as potential mediators. The findings indicate that students who joined the Greek system, especially men, exhibited higher levels of alcohol use and related issues even before entering college. Moreover, their drinking behaviors intensified over time, suggesting that Greek affiliation contributes to escalating alcohol consumption through both preexisting tendencies and ongoing social influences.

The study provides strong support for a reciprocal influence model, where students with preexisting drinking habits self-select into heavier-drinking environments like fraternities and sororities, which in turn reinforce and escalate their alcohol use. Social influences such as peer pressure, modeling, and perceived drinking norms were found to mediate these relationships,

with pre-college drinking behaviors playing a significant role in predicting later alcohol consumption and problems. Given these findings, the researchers highlight the need for early interventions targeting at-risk students before or during the pledging process. Strategies such as motivational interviewing and policy changes within Greek organizations could help mitigate the risks associated with heavy drinking in these social settings.

Similarly, research indicates that Greek life members tend to consume alcohol more frequently and in higher quantities than non-Greek students (Wechsler et al., 2009). Social media contributes to this trend by normalizing heavy drinking behaviors and reinforcing the idea that alcohol is an integral part of the sorority experience. In many cases, the representation of drinking extends beyond mere documentation; it becomes a form of social signaling, where members communicate their belonging and adherence to group norms (Moreno & Whitehill, 2014).

The study by Moreno & Whitehill examines the influence of social media on alcohol use among adolescents and young adults. The researchers highlight how social media platforms, such as Facebook and Twitter, serve as environments where alcohol-related content is frequently displayed and consumed. Their findings indicate that exposure to alcohol-related images, posts, and advertisements on social media is correlated with increased alcohol consumption and risky drinking behaviors in young users. The study applies various health behavior theories, including Social Learning Theory and the Facebook Influence Model, to explain how peer interactions and digital portrayals of drinking culture contribute to real-world drinking habits.

Additionally, the study explores the potential for using social media for alcohol intervention and prevention. Social media platforms could be leveraged to identify high-risk

drinkers based on their online activity and to deliver targeted prevention messages. However, the study also raises concerns about the unregulated nature of alcohol marketing on these platforms, which can expose underage users to pro-alcohol content. The authors call for further research into how digital interventions can be effectively implemented while addressing privacy concerns and ethical considerations in social media-based public health strategies (Moreno & Whitehill, 2014).

College Students' Drinking Habits

The performative aspect of social media can create implicit pressure among sorority members, particularly recruits or younger members who are still navigating their place within the organization. Seeing older or more popular members consistently post about their drinking habits may lead newer members to feel that participation in this culture is necessary for social acceptance. This can be particularly concerning in environments where heavy drinking is not only encouraged but expected as part of the group dynamic (Sher et al., 2001).

A study by Sher, O'Neill, and Parra examines the clinical relevance of heavy drinking during college years and its long-term impact on alcohol-related problems. While this study did not specifically focus on social media, it is still essential to look at college drinking alone, as many similar factors affect the drinking habits of sorority members. Through a longitudinal analysis of a high-risk sample, the researchers found that while heavy drinking and alcohol-related problems were strongly correlated during the college years, this association diminished over time. However, despite this decline, heavy drinking during college remained a strong predictor of alcohol-use disorders even a decade later. This suggests that while some

individuals may "mature out" of heavy drinking, a significant subset continues to experience long-term consequences.

The findings indicate that while heavy drinking decreases after college, the risks associated with it persist. The study highlights the importance of understanding individual drinking trajectories, as those with chronic heavy drinking patterns may face more significant challenges in transitioning into adulthood. The research also emphasizes the need for targeted prevention efforts in college settings, focusing not only on immediate risks but also on reducing the likelihood of long-term alcohol-related problems. This supports the growing recognition that heavy drinking during college is not merely a temporary phase for all individuals but can have lasting implications for future alcohol use and dependency.

Social Media as a Performance: The Pressure to Conform

The pressure to conform to these social media portrayals extends beyond active members to prospective recruits. Potential new members (PNMs) often browse sorority social media accounts to understand the organization’s culture before recruitment. If a chapter’s online presence heavily emphasizes drinking, it may send the message that alcohol consumption is a defining characteristic of membership. For some recruits, this portrayal may be appealing, while for others, it may feel exclusionary or intimidating (Cheney et al., 2017). Sher et al. explain how it can be concerning in environments where drinking is highly accepted and seen as the norm in the group dynamic (Sher et al., 2001).

This pressure can be compounded by the visibility of likes, comments, and shares on drinking-related posts, which serve as social validation. Members may fear missing out or feeling compelled to participate in drinking culture simply to maintain their organizational status.

Over time, this can lead to normalized patterns of excessive drinking, potentially impacting members' mental and physical health (Roberson et al., 2018).

The Consequences of Normalizing Drinking on Social Media

While drinking is often depicted as a fun and carefree aspect of sorority life, the reality can be more complex and have consequences. The glorification of alcohol on social media may contribute to unhealthy drinking behaviors, as members feel pressure to meet the expectations set by their peers online. Binge drinking, in particular, is a concern within Greek life communities, and the normalization of excessive drinking on social media may further exacerbate this issue (Wechsler et al., 2009; Cirillo et al., 2022).

Moreover, the consequences of portraying drinking culture so prominently online can extend beyond the college years. Employers, graduate schools, and professional organizations frequently review applicants' social media profiles. While sorority members may view their drinking-related posts as harmless fun, they can leave lasting digital footprints that impact future opportunities. Additionally, excessive focus on alcohol-related content can overshadow other important aspects of sorority life, such as leadership, philanthropy, and academic achievements (Moreno & Whitehill, 2014).

The risks of alcohol-related posts are not just limited to personal reputation. Sororities as organizations can also face consequences, such as university-imposed sanctions or loss of chapter recognition if drinking is portrayed irresponsibly. Universities and national sorority organizations have increasingly emphasized risk management policies, but enforcement remains inconsistent, and individual members often make their own decisions regarding what they post online (Sher et al., 2001). Recognizing the potential risks associated with social media portrayals

of drinking, some sororities have implemented guidelines to regulate how members present themselves online. These guidelines may include restrictions on posting images explicitly featuring alcohol, rules about maintaining a positive and inclusive digital presence, and age-based regulations on drinking-related content. However, the effectiveness of these guidelines varies widely. In many cases, enforcement is inconsistent, and members may find ways to circumvent the rules through private accounts or temporary social media stories (Cheney et al., 2017).

Social Media Guidelines: Attempting to Control the Narrative

Despite these challenges, some sororities are proactively reshaping their digital narratives. Chapters emphasizing leadership, sisterhood, and philanthropy in their online presence help counterbalance the dominant portrayal of Greek life centered around alcohol consumption. Additionally, campaigns promoting responsible drinking and mental health awareness within sorority communities have gained traction, encouraging a more balanced and realistic representation of college social life.

Social media has become an influential force in shaping the culture and identity of sororities, particularly in how drinking is portrayed and perceived. While online platforms provide a space for members to bond and express their experiences, they also reinforce drinking norms within Greek life. By promoting a more diverse and responsible portrayal of Greek life, sororities can ensure that their social media presence reflects their values and experiences.

The portrayal of drinking in sorority culture, amplified through social media, plays a significant role in shaping the identity of Greek life. The digital platforms used by sorority members create a space where alcohol consumption becomes central to the social narrative,

reinforcing both the celebratory and potentially problematic aspects of sorority life. While some sororities have implemented guidelines to mitigate the portrayal of drinking, these efforts are often insufficient in curbing the culture of excess.

As social media continues to evolve, the pressure to perform sorority membership through alcohol consumption may persist. The challenge for sororities lies in balancing the fun and bonding aspects of their social culture with the need to create a healthier, more responsible image that is less reliant on alcohol. Ultimately, this dynamic reflects broader societal issues around the role of social media in shaping behavior and identity, particularly among young people.

Chapter 3: Disordered Eating within Sorority Life

In contemporary society, social media significantly shapes perceptions of body image and dietary habits, particularly among young women (Rounsefell et al., 2019). This is especially pronounced within sorority life, where visual portrayals on social media can reinforce specific beauty standards, creating an environment conducive to disordered eating behaviors. This chapter explores how social media portrayals by sorority members can negatively impact active and potential new members, fostering a culture where individuals feel pressured to conform to unrealistic body standards. While researching, I found studies that talked more overall about how young women are impacted by social media posts on body image. I felt they could also be examined here, since sorority members are often young women.

Social Media and the Pressure to Conform in Non-Sorority Members

A study by Hogue and Mills (2019) explores the impact of active social media engagement (ASME) with peers on young adult women's body image. The research was conducted through an experimental study involving 118 female undergraduate students. Participants were randomly assigned to engage with an attractive female peer's social media content or a family member's. Before and after engagement, participants completed a visual analogue scale measuring their body image perceptions. The results indicated that engaging with an attractive peer's social media increased body dissatisfaction, while engagement with a family member's content had no significant effect.

The findings align with social comparison theory, which suggests that people evaluate themselves compared to others. The study highlights how young women frequently compare themselves to peers on social media, often leading to adverse body image outcomes. The results

emphasize the need for body image media literacy programs that address the effects of social media engagement. However, the study's effect size was small, suggesting that while the impact exists, it may not be substantial in real-world contexts. Future research should explore the long-term consequences of ASME and whether similar effects occur in men.

Hogue and Mills (2019) found that young women who actively engage with social media content from their peers experience increased body dissatisfaction. Comparing oneself to the highly curated images posted by sorority members may contribute to self-objectification and the internalization of harmful beauty standards. This phenomenon is further exacerbated by social media rewards, such as likes and positive engagement portrayals, reinforcing the notion that thinness equates to desirability and social approval.

A study by Burnette, Kwitowski, and Mazzeo (2017) explores the impact of social media on body image among early adolescent girls (ages 12–14). Through six focus groups with a total of 38 participants, the researchers examined social media use, appearance-related concerns, and the role of parental influence. The findings indicate that while the girls engaged heavily with social media, particularly visual platforms like Instagram and Snapchat, they demonstrated high media literacy and confidence. Many participants expressed awareness of the unrealistic beauty standards perpetuated online and actively employed strategies to mitigate adverse effects, such as avoiding certain content or unfollowing accounts that made them feel insecure. Parental monitoring and a supportive school environment also played key roles in shaping healthier attitudes toward body image.

Despite some resilience, the study found that social comparison remained a prevalent issue, with many girls admitting to comparing their appearance to peers and celebrities. Although

some participants denied feeling pressured by social media, others acknowledged that images online influenced their self-perception, particularly regarding attractiveness and body size. Notably, participants from a single-sex school felt somewhat protected from external pressures, citing their school's emphasis on self-acceptance and confidence. The findings suggest that while social media can contribute to body dissatisfaction, strong parental guidance and educational interventions can help adolescents develop a critical perspective, reducing the harmful effects of online appearance pressures (Burnette et al. 2017).

Social Media and the Pressure to Conform Within Sorority Life

Sororities often project an image of social status, beauty, and perfection through their social media accounts. These curated portrayals can set unattainable expectations for body image and dietary habits. Research by Skubisz et al. (2023) highlights how sororities use social media to present an idealized lifestyle emphasizing thinness, social status, and an active social life. The study by Skubisz et al. (2023) examines the relationship between social media use, body image concerns, and disordered eating among college women, with a particular focus on sorority members. Through individual interviews and focus groups, the researchers found that body image discussions among participants were primarily externally focused, emphasizing physical appearance. The study revealed that social comparison was prevalent, especially on Instagram, where edited and idealized images contributed to body dissatisfaction. Participants reported engaging in disordered eating behaviors, often influenced by peer discussions and social media exposure. Sorority members, in particular, felt heightened pressure to maintain a specific appearance, especially when wearing sorority-branded clothing in public or on social media.

The study also highlighted how social media platforms, particularly Instagram, reinforce appearance-related pressures by promoting carefully curated and edited images. Sorority chapter accounts played a significant role in this dynamic, often featuring the most conventionally attractive members and using these images for recruitment. Many participants acknowledged the impact of social media on their self-esteem and eating behaviors, with some reporting strategic posting times and the use of retouching software to enhance their appearance. Despite the prevalence of these issues, participants noted a lack of formal education on disordered eating at their university. They expressed interest in peer-led intervention programs to address these concerns. The study underscores the need for educational initiatives that promote body image awareness and healthier relationships with food and social media. This selective representation can make potential new members feel as if they must adhere to specific aesthetic and behavioral norms to be accepted, leading them to engage in disordered eating behaviors to fit the mold.

The Role of Sorority Membership in Disordered Eating

Several studies suggest that sorority membership is correlated with a heightened risk of disordered eating behaviors. According to Averett, Terrizzi, and Wang (2017), sorority women are more likely to report unhealthy weight control behaviors compared to non-sorority women. This increased risk can be attributed to the social pressure within these organizations, where body image is often tied to social capital.

Basow, Foran, and Bookwala (2007) examined the intersection of body objectification and disordered eating behaviors in sorority women. Basow et al. (2007) explore the relationship between body objectification, social pressure, and disordered eating behaviors among college women. The research examines how external pressures, such as media influence and societal

expectations, contribute to self-objectification, where women perceive and evaluate their bodies from an external observer's perspective. The study finds that self-objectification is significantly linked to body dissatisfaction and, subsequently, to disordered eating behaviors. This suggests that women who internalize societal beauty standards are more likely to engage in unhealthy eating practices to conform to these ideals.

Furthermore, the study highlights the role of peer influence and family pressure in reinforcing body objectification and eating disorders. Women who experience higher levels of social pressure to meet unrealistic beauty standards tend to exhibit more significant concerns about body image, leading to increased vulnerability to disordered eating behaviors. The findings emphasize the need for interventions promoting body positivity and challenging societal norms perpetuating self-objectification. The risk of disordered eating among young women can be mitigated by fostering a healthier body image and reducing social pressures.

Their findings indicate that the emphasis on physical appearance within sororities perpetuates self-objectification, which in turn fosters unhealthy eating patterns. When active members reinforce a culture where thinness is valued, new members may feel compelled to conform, engaging in restrictive eating, excessive exercise, or other maladaptive behaviors.

Furthermore, Becker, Stojek, Clifton, and Miller (2018) conducted a social network analysis within a sorority chapter and found that disordered eating behaviors were reinforced through peer influence. Becker et al. (2018) examine disordered eating behaviors among college sorority women using social network analysis (SNA) to explore peer influences. The researchers analyzed how relationships among sorority members were shaped by similarities in eating disorder symptoms, body mass index (BMI), and binge eating behaviors. Contrary to

expectations, the findings showed that sorority members with different levels of disordered eating attitudes were more likely to form social ties, rather than gravitating toward those with similar behaviors. However, BMI played a significant role in social connections, as women with similar BMI levels were more likely to form friendships. On the other hand, binge eating behaviors were not strongly linked to homophily within the network.

These results suggest that body size, an observable characteristic, may substantially influence social relationships more than internalized disordered eating attitudes, which can be more private. The study also highlights how socialization and self-selection processes may contribute to the spread of body image concerns in sorority settings. While previous research has suggested that peer influences contribute to disordered eating, this study indicates that these influences may function differently across different social attributes. Becker et al. emphasize the need for further longitudinal research to understand better the development of eating disorders within social networks and how interventions can disrupt harmful peer influences. Their research demonstrates that the close-knit nature of sororities can create an echo chamber effect, where disordered eating behaviors are normalized and even encouraged among members.

Building on this understanding of how peer dynamics can reinforce harmful norms, the study by Kirk (2015) examines the experiences of sorority women, particularly their relationship with disordered eating behaviors, body image concerns, and the influence of sorority culture. The researchers found that while sorority membership provided benefits such as leadership opportunities, academic support, and a sense of community, it also fostered an environment where social pressures and body image concerns were prevalent. Participants discussed the existence of hierarchy within their chapters, hazing practices, and the pressure to maintain a specific appearance, often leading to the normalization of disordered eating behaviors. The study

highlighted that these pressures were reinforced through various aspects of sorority life, including structured dieting, required exercise, and peer comparison.

Additionally, the research identified two key themes: *Sorority Culture* and *Influence*. These structural themes encapsulated the participants' experiences and the societal expectations placed on them within their Greek organizations. Participants acknowledged the positive aspects of their membership, such as philanthropic activities and leadership development, and the negative aspects, including implicit and explicit pressure to conform to beauty and body standards. Many reported that social events were often centered around eating and drinking, further complicating their relationship with food and body image. Overall, the study concluded that while sorority membership could be a source of personal growth and support, it also played a significant role in shaping unhealthy eating behaviors and body image concerns among its members (Kirk 2015).

Connection Between Social Media and Eating Disorders

Online portrayals may create unrealistic standards that many college women feel pressured to meet. According to research by Skubisz et al. (2023), sorority members experience heightened body image concerns due to increased social comparison exposure on social media. The curated content not only highlights the most conventionally attractive members but also reinforces appearance-related pressures, contributing to disordered eating behaviors.

This digital environment fosters a cycle of self-objectification, where women begin to evaluate themselves based on how others might perceive their appearance. Hogue and Mills (2019) found that active engagement with peers' social media, particularly content showcasing idealized beauty, increases body dissatisfaction. These findings align with social comparison

theory, which posits that individuals gauge their self-worth by comparing themselves to others. In the context of sorority culture, this comparison is intensified by recruitment content that subtly enforces aesthetic norms.

Younger adolescents are not immune to these effects either. Burnette et al. (2017) showed that even girls aged 12–14 experience the impact of social media on their self-image. While some demonstrate media literacy and resilience, many still engage in harmful comparisons that can lead to body dissatisfaction. These effects can be compounded by sorority environments where physical appearance is linked to social capital. Studies by Averett et al. (2017) and Basow et al. (2007) show that such settings reinforce the idea that thinness equals success and acceptance.

In sum, the intersection of social media and sorority culture creates a potent pressure cooker for disordered eating. The normalization of appearance-based validation, strategic image curation, and peer reinforcement all contribute to unhealthy body ideals. Addressing this issue requires greater media literacy, body positivity education, and peer-led interventions to reshape how young women engage with both social media and each other.

The Recruitment Process and Its Psychological Impact

The recruitment process, commonly called "rush," is another factor that exacerbates body image concerns among potential new members. This highly competitive process often involves evaluations based on physical appearance, which can contribute to feelings of inadequacy and drive disordered eating behaviors. Ortiz and Thompson (2020) found that sorority recruitment events often emphasize aesthetics and social desirability, reinforcing that appearance is a key determinant of acceptance and belonging.

The study by Ortiz and Thompson (2019) examines how social identity and media engagement influence in-group stereotyping and self-stereotyping among sorority women. The researchers found that the more sorority members identified with their group, the more likely they were to engage with media that portrays sorority women in stereotypical ways. This engagement, in turn, was linked to a greater likelihood of assigning those stereotypes to their group and internalizing them personally. The findings support the reinforcing spirals model and the differential susceptibility to media effects model, suggesting that individuals who strongly associate with their social identity are more likely to consume media reinforcing that identity, shaping their self-perception.

The study highlights the risks associated with internalizing stereotypes, as sorority women who engage with such media may adopt limiting or negative views of themselves. This has implications for their academic performance, social behavior, and mental health, particularly regarding issues like binge drinking, body image concerns, and conformity to gender norms. The authors argue for increased media literacy and awareness campaigns within Greek organizations to help members critically engage with media content and resist harmful self-stereotyping. These findings contribute to the broader discussion of how media consumption reinforces social identity and self-concept, particularly in environments where stereotypes are prevalent.

Moreover, Schulken et al. (1997) found that sorority women were more likely to have distorted body size perceptions compared to their non-sorority peers. This distorted perception, coupled with the stress of recruitment, can lead to harmful eating behaviors as potential new members strive to align with the perceived ideals of the sorority.

Schulken et al.'s study on sorority women's body size perceptions explores how membership in Greek life influences body image and self-perception. The findings suggest that sorority women experience heightened awareness of body size due to the social pressures in their organizations. Many participants reported feeling an implicit expectation to conform to a particular body ideal, which influenced their self-perception and behavior. The study highlights that frequent social comparisons and the emphasis on appearance during recruitment and social events can exacerbate body image concerns within the sorority environment.

Additionally, the research indicates that while some sorority women internalize these pressures negatively, others find support in their peer groups to engage in healthier habits. The study underscores the complexity of body image experiences within sororities, where both risk factors for disordered eating and potential protective factors coexist. The researchers emphasize the need for body-positive initiatives within Greek life to counteract harmful beauty standards and promote a more inclusive and supportive environment for members.

The Influence of Peer Norms and Social Identity

Sororities function as tight-knit communities where peer norms heavily influence individual behaviors. The reinforcement of beauty standards through group dynamics can lead to collective engagement in disordered eating. Prochnow, Patterson, and Umstattd Meyer (2021) explored body dissatisfaction among sorority members and found that peer influence significantly affected self-esteem and eating behaviors. Their research highlights how social networks within sororities perpetuate body dissatisfaction through shared norms and expectations.

A study by Prochnow, Patterson, and Umstattd Meyer (2021) explores how social connectedness within sororities relates to members' body dissatisfaction (BD). Using social network analysis (SNA), the researchers examined 208 sorority members to determine whether relationships within their social networks influenced BD levels. They categorized connections based on two factors: individuals sorority members felt closest to and those they spent the most time with. The study also considered other variables such as body mass index (BMI) and compulsive exercise behaviors.

The findings suggest that BD was associated with lower social connectedness in both relational networks, indicating that members who felt more isolated or less integrated within their sorority reported higher levels of BD. Compulsive exercise, BMI, and academic classification were significant predictors of BD across both networks. These results highlight the importance of fostering stronger social bonds within sororities as a potential intervention for reducing BD. The study supports initiatives to increase social support and belonging within sororities to promote healthier body image perceptions among members.

In addition, Becker, Smith, and Ciao (2005) conducted a randomized trial to examine interventions to reduce eating disorder risk factors in sorority members. Becker, Smith, and Ciao (2005) investigate the effectiveness of a cognitive dissonance-based prevention program in reducing eating disorder risk factors among sorority members. The researchers conducted a randomized trial with 149 sorority members assigned to a highly interactive cognitive dissonance intervention, a more passive media psychoeducation intervention, or a wait-list control group. Results indicated that both intervention groups experienced reduced dietary restraint, body dissatisfaction, and overall eating disorder pathology. However, only the cognitive dissonance group demonstrated a significant decrease in thin-ideal internalization compared to the control

group. These findings suggest that cognitive dissonance interventions may be particularly effective in challenging and reducing adherence to harmful beauty standards.

Additionally, the study explored whether the interventions were effective for high-risk and lower-risk individuals within the sorority setting. The results showed that members at varying levels of risk benefited from the interventions, indicating that such programs can be successfully implemented in broader group settings rather than being limited to high-risk individuals. The study emphasizes the importance of targeting sorority members, as previous research suggests they may be at a heightened risk for eating disorder behaviors due to social pressures and body image concerns within these organizations. Becker et al. conclude that sororities provide a viable population for eating disorder prevention efforts, advocating for further implementation of interactive and cognitive-behavioral interventions to promote healthier body image attitudes. Their findings suggest that while educational interventions can be effective, sororities' deeply ingrained cultural norms often make it challenging to shift behaviors without broader institutional changes. Their findings indicate that while educational interventions can be effective, sororities' deeply ingrained cultural norms often make it challenging to shift behaviors without broader institutional changes.

Addressing the Issue: Potential Interventions

Given the strong correlation between sorority membership and disordered eating behaviors, it is crucial to implement strategies that mitigate these risks. Doney et al. (2023) emphasize the importance of educational initiatives that promote body positivity and challenge harmful social norms. By integrating body image workshops and peer-led discussions into sorority programming, organizations can begin to foster a healthier environment.

The study by Doney et al. (2023) examines the relationship between Greek life affiliation (GA) and the risk of developing eating disorders (ED) among U.S. college students. Utilizing data from the Healthy Minds Study, which surveyed 44,785 students across 79 schools, the researchers employed multiple logistic regressions and chi-square analyses to determine whether fraternity or sorority membership predicted increased ED risk. Contrary to prior research suggesting that Greek life environments may foster disordered eating behaviors, the study found no significant association between Greek life membership and ED risk for either men or women. Additionally, living in sorority or fraternity housing was not an essential predictor of ED risk, further challenging the assumption that Greek life environments inherently contribute to disordered eating.

These findings suggest that broader cultural and societal influences on body image and eating behaviors may outweigh any specific effects of Greek life membership. The study highlights the need for inclusive and widespread ED prevention efforts rather than targeting Greek-affiliated students specifically. Additionally, the authors acknowledge that prior research has yielded mixed results, with some studies indicating increased body dissatisfaction and disordered eating behaviors among sorority members. Even though evidence from other studies points to sorority-specific risk factors, Doney et al.'s finding suggests that broader cultural narratives might be at play here. The study calls for further research to explore how social environments interact with individual risk factors for EDs. While there was a difference in the results from what was commonly expected, it shows how there is a way to learn from this and how there needs to be more learning regarding what is being posted on social media.

Additionally, de Valle et al. (2021) highlight the need for social media literacy programs that educate young women on the dangers of idealized portrayals and encourage critical

engagement with digital content. By promoting awareness of how social media can distort reality, sorority members may be less likely to internalize unrealistic body ideals. The study by de Valle et al. (2021) presents a meta-analysis of experimental and longitudinal research on the relationship between social media use and body image. The researchers analyzed data from 24 experimental studies that compared the effects of viewing appearance-ideal social media images with non-appearance-related content, as well as 21 experimental studies examining the role of contextual features such as captions and comments. Their findings indicate that exposure to appearance-ideal images on social media has a moderate adverse effect on body image, with more substantial effects observed in higher-risk contexts, such as when idealizing comments accompany images. The study also found that these effects were slightly more pronounced when comparing appearance-ideal images to other appearance-based content, highlighting the unique impact of highly curated and idealized social media imagery.

The longitudinal analyses, including data from over 5,000 participants, also revealed a small but significant negative correlation between general social media use and body image over time. However, the study found no significant moderators influencing this relationship, suggesting that the harmful impact of social media on body image is relatively consistent across different groups. The authors emphasize the need for interventions that promote critical engagement with social media content and reduce exposure to appearance-ideal photos, particularly for individuals at risk of developing body image disturbances. They suggest clinicians and educators focus on social media literacy and strategies for curating a healthier online environment to mitigate these harmful effects.

Overall, there needs to be a stronger push towards educating members about eating disorder risks. Without knowledge of the causes of eating disorders, there is a higher probability

of developing one. Without the proper understanding of the effects of what you are posting, people may continue to post while unknowingly promoting an unhealthy lifestyle.

Chapter 4: Conclusion

Throughout this study, I worked to examine social media portrayals of drinking behaviors and disordered eating within sororities and whether they influence perceptions of sorority life, investigate the impact of social media portrayals of disordered eating within sororities on active members' body dissatisfaction and related behaviors, and suggest strategies and guidelines that encourage sororities to create a more authentic and inclusive social media presence, foster healthier behaviors, and promote a supportive environment that prioritizes mental well-being. Additionally, I identified areas where further research and practical implementation could enhance efforts to foster a healthier and more inclusive environment.

Highlights and Discussion

Chapter 2 examined the drinking culture within sororities, emphasizing how social environments and peer influences contribute to alcohol consumption patterns. One of the primary insights from this chapter was the normalization of drinking within Greek life. Sorority events, social gatherings, and interactions with fraternity members often involve alcohol, reinforcing the perception that drinking is an integral part of the experience. This normalization can lead to risky drinking behaviors, such as binge drinking, and contribute to unsafe environments where peer pressure influences members' decisions regarding alcohol consumption.

Another key takeaway from Chapter 2 was the impact of social media on sorority drinking behaviors. Platforms like Instagram, TikTok, and Snapchat often showcase sorority members engaging in social drinking, sometimes glamorizing excessive alcohol consumption. The portrayal of drinking as a fun, carefree activity without negative consequences can create unrealistic expectations among new and prospective members, potentially encouraging

dangerous drinking habits. Additionally, the fear of missing out can pressure members to participate in these behaviors to feel included within their social circles.

The final significant point discussed in this chapter was the health and safety risks associated with sorority drinking culture. Excessive alcohol consumption increases the risk of accidents, sexual assault, and mental health struggles, such as anxiety and depression. Some members may use alcohol as a coping mechanism for stress, leading to unhealthy relationships with drinking. The chapter emphasized the need for more comprehensive alcohol education programs and harm-reduction strategies within sororities to mitigate these risks and promote safer drinking behaviors.

Chapter 3 focused on disordered eating within sororities, exploring how social pressures, body image expectations, and social media portrayals contribute to unhealthy relationships with food. A central theme of this chapter was the heightened emphasis on appearance within sorority culture. Many sororities value physical presentation significantly, influencing members to conform to unrealistic beauty standards. This can lead to behaviors such as excessive dieting, calorie restriction, and other forms of disordered eating to meet perceived expectations.

Another key finding from this chapter was the role of social media in reinforcing body dissatisfaction among sorority members. The curated images of thin, fit, and conventionally attractive women displayed on sorority social media pages create an unattainable standard of beauty. Members who do not meet these standards may feel pressured to change their bodies, leading to disordered eating patterns such as skipping meals, over-exercising, or engaging in restrictive diets. Social media algorithms further exacerbate this issue by promoting content

related to weight loss, dieting, and body comparisons, increasing the likelihood of body image struggles among members.

The final takeaway from Chapter 3 was the need for mental health support and body-positive initiatives within sororities. Many members struggle with body dissatisfaction in silence, fearing judgment or exclusion if they speak openly about their concerns. Implementing body-positive discussions, peer support programs, and education on healthy eating habits can foster a more inclusive and supportive environment. Additionally, sororities should reevaluate how they present their members on social media, promoting diverse body types and encouraging a culture that values overall well-being rather than appearance alone.

Current Support Structure in Sororities

A brief examination of Chi Omega's national guidelines shows how sororities attempt to promote wellness and safety among their members. The organization has taken a proactive approach by incorporating online wellness and safety education focused on mental health, hazing prevention, social anxiety, substance abuse prevention, and bystander intervention. Additionally, Chi Omega facilitates wellness and safety visits. It implements programs such as the Alcohol Skills Training Program (ASTP) and Her Welfare Ever at Heart, emphasizing responsible behavior, mental well-being, and a strong sense of belonging. While these guidelines provide a structured approach to member support, evaluating their real-life impact is essential, and considering whether similar strategies could be adopted on a broader scale across sororities (Chi Omega).

While National Chi Omega has put out statements and programs to ensure their members are trained on alcohol safety, I did not find much about posting on social media. There may be

more information about this throughout the training, but these felt more focused on ensuring their members knew how to drink safely. There was also a significant prevalence on social media and mental health, but again, not much on how posting drinking habits or seeing specific body images may affect a person.

When looking at Alpha Delta Pi's national website, I could not find anything about social media, drinking habits, or eating habits. While this may be something they talk about within their chapter meetings, not having it open for the public to see their rules can give the appearance that they do not have a set of standards for their members to follow. This can be problematic for both members and non-members. For members, if something does happen and they need to meet with the chapter's executive board, they will not be standards to hold the chapter accountable. As for non-members, if they are thinking about joining and this is something that matters to them, they will not be able to find anything, and there is a chance that they will not want to join the chapter because of this.

Strengths and Limitations

While this study has shed light on the influence of social media portrayals on drinking behaviors and disordered eating within sororities, it is essential to acknowledge its strengths and limitations. One of the study's greatest strengths is its in-depth examination of the connection between social media, body image, and behavioral norms within sorority culture. By analyzing these portrayals, I have been able to identify potential risk factors that contribute to unhealthy behaviors and mental health struggles among sorority members. Furthermore, by examining existing guidelines, I have explored possible strategies to counteract these negative influences and promote a more authentic and inclusive representation of sorority life.

However, the study also has certain limitations that should be considered. First, while the analysis of social media portrayals provides valuable insights, it is difficult to measure the direct impact of these portrayals on individual members' behaviors and perceptions. Social media is just one of many factors influencing body dissatisfaction, drinking habits, and social dynamics within sororities. Additionally, while national guidelines provide a framework for wellness and safety, there is limited data on how effectively these policies are implemented at the chapter level or how members perceive their effectiveness.

Another limitation is the lack of comparative analysis with other organizations outside sororities. While my study focuses specifically on sorority culture, expanding the research to include broader college social groups could provide a more comprehensive understanding of social media's influence on young adults' behaviors and well-being. Future research could explore how different communities navigate these challenges and identify best practices that can be adapted across various organizations.

In conclusion, the goals of this study were to examine social media portrayals of drinking behaviors and disordered eating within sororities and whether they influence perceptions of sorority life, investigate the impact of social media portrayals of disordered eating within sororities on active members' body dissatisfaction and related behaviors, and suggest strategies and guidelines that encourage sororities to create a more authentic and inclusive social media presence, foster healthier behaviors, and promote a supportive environment that prioritizes mental well-being. Studies discussed in this paper underscore the importance of promoting a more authentic and supportive sorority culture, particularly in social media portrayals. By encouraging more realistic representations of sorority life, promoting healthier behaviors, and

implementing comprehensive wellness strategies, sororities can play a vital role in supporting their members' mental and physical well-being.

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