

SOCIAL MEDIA CONTENT GUIDE



YOUTH2YOUTH
AWARENESS. ACTION. ACCOUNTABILITY.

Sharing your campus's Y2Y celebrations, activities and accomplishments on social media is a great way to increase engagement and support the Y2Y mission to combat violence and drug use and support mental health on all Job Corps campuses.

To submit social content for consideration on Job Corps' social media channels, please e-mail your photos and videos to JCDigital@mpf.com with a brief description of the content. Videos are best shared through a Dropbox or Google Drive link. Feel free to post on your personal social media and tag Job Corps, so your posts can be reshared by Job Corps.

Below are some ideas and tips to highlight your campus's Y2Y efforts on Job Corps' social media channels.

POST IDEAS

MEETING RECAPS: Every time your Y2Y group hosts a meeting, and with everyone's permission, take a photo with the attendees. Include a very brief summary of what was discussed, and include a key takeaway or important milestone. For example:

- New members who have joined and filled out pledge cards.
- Your Y2Y program has reached a milestone of 50, 100 or more members.
- A member shared an impactful message or personal experience.

EVENT SPOTLIGHT: Hosting a Y2Y event? Make sure everyone sees the highlights on social media. Include pictures and videos showing your members getting involved. For example:

- Your Y2Y program hosted a meditation session or yoga class to promote self-care and mental health.
- Your Y2Y program invited community partners or guest speakers to talk to staff and students about violence prevention and the impact of drug abuse.
- Members of your Y2Y program did random acts of kindness to support a healthy, positive culture on campus.



GRADUATION POSTS: If a member or members of your Y2Y group are about to graduate from your Job Corps center, celebrate their accomplishments. Include what training area they studied and any next steps they are proud of—including what they have done as a Y2Y participant.

MEMBER ACCOMPLISHMENTS: Every member of your Y2Y group is succeeding in one way or another! Make sure you're acknowledging that on social media by highlighting the accomplishments of individuals in your group. For example:

- A member obtained their high school diploma.
- A member was elected to a campus leadership position.
- A member overcame a personal struggle or helped another student through a struggle.

MISCELLANEOUS POSTS: It's important to relax and have fun, so you can better focus on your work during the training day. Did a few members of your Y2Y group attend a fun event this past weekend? Make sure to post it and embrace having fun with your peers. For example:

- Members went out on a recreation trip.
- Members participated in a recruitment or community event.
- Members participated in a sports event or tournament on campus.

MAKE THE MOST OUT OF YOUR POSTS

Use these tips for your photos and videos to get the best results to post online.

PHOTOS

The best photos

- Include students' faces, where we can see the students' eyes and smile
- Show students in action (participating in events, showcasing their Y2Y efforts and accomplishments, standing in front of important or meaningful backgrounds, etc.)

Avoid

- Students' backs
- Objects blocking students
- Blank walls in the background

VIDEOS

The best videos

- Are filmed in various ways, from selfie-style framing to interview. Feel free to use your creativity for your content and filming style when submitting videos.
- Use a window or natural light for the best illumination
- Use the front-facing camera for automatic stabilization

Avoid

- Areas with loud background noise. Instead, find a quiet place outside, a library, a dorm or a classroom.
- Cluttered backgrounds with trash cans, exit signs and blinking lights

EXAMPLES OF GREAT PHOTOS



For video examples, check out Job Corps' Instagram Reels at [instagram.com/doljobcorps/reels/](https://www.instagram.com/doljobcorps/reels/).

To view all Y2Y toolkit resources, visit [jcyouth2youth.com](https://www.jcyouth2youth.com).

     | [doljobcorps](https://www.doljobcorps.com)

