

# SOCIAL MEDIA TIP SHEET



Throughout your campus's Y2Y Week, there will be opportunities to capture social media content and promote the Y2Y initiative and your Job Corps campus on the Job Corps national social media accounts. Below is a list of best practices and content ideas for your campus to consider throughout the week.

To submit social content for consideration on Job Corps' social media channels, please e-mail your photos and videos to [JCDigital@mpf.com](mailto: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 using #Y2YWeek2024 and tag Job Corps, so your posts can be reshared by Job Corps.

## /// CONTENT IDEAS

### Action Shots

One of the best-performing pieces of content for social platforms is photos of students actively engaging in activities.

Capture pictures of your fellow students planting seeds, sticking Post-It notes on an appreciation wall, releasing balloons, speaking with guests or participating in a peace walk.

### Y2Y Logo and Peace Signs

Throughout the week, your campus could prominently feature the Y2Y logo or a peace signs around your campus.

Capture these emblems straight-on, and ensure that the logo or sign can be read clearly.





### Guest Speaker

You may invite a guest speaker to come talk with your students, and this lends itself perfectly to social media opportunities.

Capture high-quality solo shots of the guest speaker while they address your Job Corps center, and take photos of the entire audience watching the speech. Photos of the speaker talking with students or posing with students after the speech can also make for great social media content.

### Students

At the core of this celebratory week are the students who help make it a success.

Capture pictures of your students smiling at the camera in group or solo shots. Whether they're wearing green for mental health awareness or taking their mental health break, these types of photos are always the strongest displays of student body morale.

## //MAKE THE MOST OUT OF YOUR POSTS

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

### The best photos:

Include students' faces, where we can see their eyes and smiles

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

### 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

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