



## Social Media Guidelines for JSA States and Chapters

These guidelines are intended for JSA States and chapters to use in creating and managing select media channels that target market-specific audiences.

### General Guidelines

- Remember that JSA students, staff, board members and the general public have access to many of our social media sites. Be sure your content is appropriate, shares correct information and all JSA members in a positive light. *Important Note: Inappropriate or disrespectful content shared by students on behalf of JSA will bring disciplinary action.*
- Your State or chapter is responsible for maintaining appropriate content on your social media sites.
- Your State or chapter is responsible for regularly monitoring all content.
- Create a list of usernames and passwords for your social media accounts. Share this information with the appropriate student leaders and JSA staff and include it in your transition files.

### Branding Guidelines and Logo Usage

- **JSA State Logo Usage**  
JSA States and chapters must use their JSA State logo. This will help increase recognition of the different JSA State regions. No JSA Staff approval is required for using JSA State logos. **You may not alter the logo! (this means you can not change the colors of the logo or design)**
- **JSA National Logo Usage**  
Any state region or chapter that wishes to use the official JSA national logo must contact JSA's MarComm Director at [erodriguez@jsa.org](mailto:erodriguez@jsa.org) for approval.
- **Branding Guidelines**  
Marketing channels (i.e. social media, etc.), graphic design and marketing materials must adhere to the [JSA brand guidelines](#).



## Posting and Content

- **Sharing Messages from JSA National Social Pages**

Re-use/re-share messages coming out of the official JSA National social media pages (Facebook, Instagram, LinkedIn) as well as the artwork or photos we post.

- **Review/Approval of Social Media Posts**

JSA National does not need to review or approve the material you post; we trust your judgment, but if you are unsure, please do contact [marketing@jsa.org](mailto:marketing@jsa.org).

- **Type of Content**

Be sure to vary your content by posting a mix of program news, events and stories. Consider sharing photos of your chapter meetings, activism projects, school year conventions, welcoming new JSA members, a day in the life of chapter president, etc. Storytelling is a way to create emotional and personal connections and share the JSA experience. Remember including powerful photos helps increase visibility and engagement, specifically on Instagram.

- **Avoid Jargon or Acronyms**

Avoid using jargon or acronyms which could confuse the broader audience. For example, only internal people will know what MayCoG stands for.

- **Frequency of Posts**

We recommend posting at least 3 times a week.

- **Hashtags and Tagging**

To increase exposure and engagement, be sure to include relevant hashtags. Please tag the JSA National social media pages so that they can reshare the content. [Click here](#) for an extensive list of hashtags that are approved



## Naming Convention for Accounts

It's important that we create a consistent approach to naming accounts going forward. Consistency is important for brand awareness. If it's possible to change the name on your accounts, we recommend doing so. If it isn't feasible, leave the name as-is. New accounts should be set up using these guidelines.

Facebook & LinkedIn	Twitter, Instagram & TikTok
<p><b>Page Name:</b> JSA - [Chapter Name] (e.g. JSA - Dominguez HS Chapter)</p> <p>JSA [State] (e.g. JSA SoCal)</p>	<p><b>Username:</b> @JSA[ChapterName] (e.g. JSADominguezHS)</p> <p>@JSA[State] (e.g. JSASoCal)</p> <p><b>If the name is taken, you may use an underscore ( _ ) in between the two (e.g. JSA_SoCal)</b></p> <p><b>Account Name:</b> JSA [Chapter Name] (e.g. JSA Dominguez HS Chapter)</p> <p>JSA [State Region] (e.g. JSA SoCal)</p>

## Quick Links

- [JSA Brand Guidelines](#)
- [JSA Brand Icons](#)
- [JSA State Logos](#)
- [JSA MarComm Policies](#)



## **Additional Resources**

- Webinar: [Mastering Organic Content: Strategies for Success](#)
- Webinar: [How to Make TikTok Creator Marketing Work for Your Brand](#)
- [Instagram Stories Tips and Tricks](#)
- [How to make posts and reels stand out](#)

## **Have Questions?**

Please email [marketing@jsa.org](mailto:marketing@jsa.org).