

Y2Y SOCIAL MEDIA TIP SHEET



YOUTH2YOUTH
PARTNERS 4 PEACE

JOBCORPSY2Y.COM



Profile Picture



Cover Photo

The tips below can help you share your Y2Y story online using social media.

GENERAL Y2Y SOCIAL MEDIA TIPS

- Use your social media networks (including Facebook, Twitter, and Instagram) to help spread the Y2Y message.
- Remember you are spreading a peaceful and respectful message to your peers! Please refrain from posting anything negative, inappropriate, or hostile.
- Use #JobCorpsY2Y when sharing updates and stories from your center and in your community.
- Change your social media profile pictures using the Y2Y social media images in the Y2Y Toolkit section of www.JobCorpsY2Y.com.
- Visit the Job Corps Facebook page (www.Facebook.com/dolJobCorps) to learn about Y2Y at centers across the country.

Y2Y WEEK SOCIAL MEDIA TIPS

- Y2Y Week is coming up! Wear your Y2Y T-shirt or wristband (coming soon!) as a reminder to others of your commitment to nonviolence.
- Post regular updates on all of your social media channels (include Facebook, Twitter, and Instagram) about what you are doing to support Y2Y.
- Tag Y2Y event partners and attendees in your posts. Hint: Make and share a list of social media handles for partners and notable attendees before your event.
- Share the Y2Y campaign goals with your friends:
 - Talk about violence and aggression in our community.**
 - Empower one another to prevent violence and aggression.**
 - Share stories and talk about solutions to help others prevent violence and aggression.**
- Use the Y2Y logo when posting updates so other students can share your post.
- Use #JobCorpsY2Y when posting updates and stories from your center and community.
- Take a selfie with your signed Y2Y pledge card and post to your social media pages.

Y2Y SOCIAL MEDIA TIP SHEET

The tips below can help you share your Y2Y story online.

ACCESSING Y2Y IMAGES FOR SOCIAL MEDIA

- You can access Y2Y-themed images in the Y2Y toolkit online at www.JobCorpsY2Y.com.
 - Select the file titled “Y2Y Social Media Images” in the toolkit.
 - After your selection, a folder with appropriately sized images for all of your social networks will open.
 - Save the images to your computer.
 - Upload the photos to your social media channels, change your profile pictures to support Y2Y, and share these images with your friends and family to tell them more about Y2Y.

SHARE YOUR STORY

Job Corps wants to hear about your Y2Y successes!

- Send updates, photos, and videos of Y2Y activities at your center and in your community to JobCorpsY2Y@mpf.com.
 - Some examples include: photos from campus and community events, student stories and testimonials, images of students promoting a safe environment.
- See your story and your fellow Y2Y stories when you upload your story, photos, and videos to www.JobCorpsY2Y.com.
- Read the Blog to hear firsthand how young people are being affected by and are working against violence every day.

ACCESSING Y2Y IMAGES FOR SOCIAL MEDIA

- Y2Y website: www.JobCorpsY2Y.com
- Job Corps Facebook page: www.Facebook.com/dolJobCorps
- Job Corps YouTube channel: www.YouTube.com/dolJobCorps

