

JMU Counseling Center Social Media Style Guide

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Style Guide Purpose

This document will provide standards and guidelines to create consistency across the JMU Counseling Center's social media accounts. This guide is designed to help any and all Counseling Center staff members create social media content consistent with the Counseling Center's voice and brand.

Mission and Goals

Mission Statement

The mission of the JMU Counseling Center's social media presence is to create a positive community focused on promoting well-being and to intentionally combat the negative effects of social media.

Goals

The JMU Counseling Center's social media goals are to:

- Create a positive, engaged community;
- Promote well-being;
- Intentionally combat negative effects of social media;
- Reach students who may not have known about the Counseling Center otherwise.

Social Media Accounts

Facebook

Instagram

Spotify

Login Information

Facebook

Username:

Password:

Instagram

Username:

Password:

Spotify

Username:

Password:

Profile and Cover Photos

Current Profile and Cover Photos

Facebook



Instagram



Guidelines for Future Profile and Cover Photos

- Keep the JMU Counseling Center [voice](#) and [image guidelines](#) in mind when creating new profile and cover photos.
- Make sure that the photo subjects or graphics are centered in the profile or cover photo spaces, and that images are sized correctly.

Social Media Bios

Current Social Media Bios

Instagram

It's Walt, Wicket, Calla&Gracie, the Therapy Dogs working in JMU's Counseling Center. Follow us to learn when we'll be [@JMU](#) & for mental health news!

https://www.facebook.com/JMU-Counseling-Center-212535080140/?ref=aymt_homepage_panel

Guidelines Social Media Bios

Instagram

When updating the Counseling Center social media bios, keep the center's voice and tone in mind. Make sure to use upbeat, engaging language, and include applicable links (such as links to the Counseling Center's Facebook page or links to workshop sign-ups).

Post Guidelines

Language

Use an informal tone when writing content to create a warm, positive, and engaging atmosphere on the Counseling Center's social media.

The Counseling Center's voice on social media is:

- Intentional;
- Informative;
- Positive;
- Engaging.

When applicable:

- Use "we" in reference to the Counseling Center (e.g. "we offer workshops" or "visit our website")
- Use second person "you" when referring to the audience (e.g. "enjoy your break")
- Use "clinicians" instead of "counselors"

- Use contractions (e.g. “we’re” instead of “we are”)
- Spell out the first mentioning of an acronym, but use the acronym thereafter
- Use “first-year” or “first-years” instead of “freshman” or “freshmen”
- Use symbols instead of words (e.g. “%” instead of “percent”)

Avoid unnecessary capitalizations, but always capitalize:

- Common nouns like “College,” “Department,” and “University” when they are a part of the full name of a person, place, or thing (e.g. “College of Arts and Letters” or “James Madison University”)
- The word “President” when referring to the JMU president by name (e.g. “President Alger”)
- The word “Professor” when referring to a professor by name (e.g. “Professor Smith”)

Frequency

Facebook

Post to Facebook at least every Tuesday and Thursday.

Instagram

Post to Instagram at least every Wednesday and Friday.

Content

Facebook

On Tuesdays, the Counseling Center posts “tune in Tuesdays” content. These posts typically link to YouTube music or lyric videos of positive, uplifting, or inspirational songs. In the description, list the song’s artist, title, language, country of origin, and genre.

On Thursdays, the Counseling Center posts “transformative Thursdays” content. Transformative Thursday content generally involves a graphic with an inspirational quote.

Aside from “Tune in Tuesday” and “Transformative Thursday” content, the Counseling Center page contains workshop and resource advertisement posts and other informational content. This type of content ranges from self care and mental health tips to webinar resources and “how-to” guides.

Instagram

The Counseling Center’s Instagram content primarily revolves around the therapy dogs. On Wednesdays, the center posts “Wicket Wednesday” content. These posts feature a graphic with a photo of a Counseling Center therapy dog and an inspirational quote or healthy tips.

Aside from therapy dog content, the Counseling Center Instagram features workshop and resource advertisement posts. Like the Facebook page, this informational content focuses on providing self care and mental health tips and workshop/resource details.

Spotify

The Counseling Center’s Spotify includes playlists for “Tune in Tuesday” songs, “breathing exercises,” “better sleep,” and “stress management skills.” These playlists are themed around mindfulness, guided visualizations, and breathing and relaxation techniques. The Counseling Center also follows mental health-related podcasts on Spotify so that students can find those resources easily.

Hashtags

When appropriate, use hashtags on social media posts to expand each post’s potential audience by increasing the page’s searchability. In addition to campaign-specific tags, use content appropriate tags on each post (e.g. for a post containing mindfulness tips use #mindfulness tips or #mindfulness).

Facebook

On Tuesdays and Thursdays, use these tags:

- #tuneintuesdays
- #transformativethursdays

Instagram

On Wednesdays, use this tag:

- #wicketwednesdays

Images

Colors

When creating graphics, use the JMU Student Success Center’s brand colors (shown below), or official JMU colors.

Colors		HEX Codes
Off White		FBEAE5

Gold		EBC24E
Light Green		91BAA2
Green		A1A035
Blue		4297C7
Dark Purple		523E6D
Light Purple		9B8BB8
Red		BB7258

Fonts

Use official Student Success Center fonts:

- Trajana Sans

Use official JMU web fonts:

- Arial
- Helvetica
- Arvo
- Georgia

Use official JMU fonts:

- Artegra Slab
- Artegra Slab Condensed

Photographs

Therapy dog photos are taken by Counseling Center staff, and are stored on the Counseling Center's N: drive in the "Therapy Dog Photos" folder.

Other JMU-related photos may be obtained from the [JMU Creative Media](#) photography archive.

Make sure to use non-copyrighted images or to credit the photographer when using photos found elsewhere.

Resources and Works Consulted

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