



SOCIAL MEDIA

JOAN TRAVIS #76201

CONTACT INFO: SOCIALMEDIAPM2627@GMAIL.COM

954-415-6303

2026-2027 JOINT OFFICER TRAINING



SOCIAL MEDIA

“MORE THAN MEDIA- IT’S SOCIAL”

WHAT IS SOCIAL MEDIA?

- **IT'S ONE OF THE MOST POWERFUL (AND AFFORDABLE) TOOLS THAT WE AS AN ORGANIZATION HAS TO TELL ITS STORY, MOBILIZE SUPPORTERS, AND CREATE REAL NATIONAL IMPACT.**
- **THIS YEAR EACH DAY OF THE WEEK WILL BE ASSIGNED TO A PM, CHAIR, REGION/STATE ETC., TO SHARE THEIR PLATFORM, PROGRAM, AND LOCAL HAPPENINGS. WE WILL ALSO BE BRINGING INSTAGRAM INTO THE MIX AS WELL.**
- **SOCIAL MEDIA IS A PROGRAM CREATED FOR YOU THE INDIVIDUAL, STATE, REGION, PM’S AND CHAIRS. EVERYONE IS THE REASON THIS PROGRAM WILL SUCCEED.**
- **TOGETHER, LET’S MAKE THIS YEAR A YEAR OF BROAD MEDIA PRESENCE, INSPIRATION , INFLUENCE, AND A POSITIVE IMPACT!**

THE ONLY OFFICIAL FB PAGE

THERE IS ONLY ONE OFFICIAL US JCI SENATE FB PAGE. THERE ARE OTHERS OUT THERE TRYING TO BE US, BUT ARE NOT US. IF YOU DO NOT SEE PRESIDENT GARY'S LOGO YOU ARE ON THE WRONG PAGE! CLICK THIS QR CODE AND IT WILL TAKE YOU THERE.



WEEK DAY BREAKDOWN (MAY BE MODIFIED)

THE DAYS WILL BE BROKEN DOWN AS FOLLOWS:

- SUNDAY - NEW SENATOR SUNDAY / CHAPLAIN CHAT
- MONDAY – MOTIVATIONAL MONDAY / GAME ON MONDAY (GET TO KNOW YOU GAMES/GUESS THE TEEN IDOL)
- TUESDAY – RETURN THE FAVOR TUESDAY/ JCI LIAISON UPDATE
- WEDNESDAY – WHEELCHAIRS FOR KIDS WEDNESDAY
- THURSDAY – THROWBACK THURSDAY (RECAP FROM REGION, STATE WEEKENDS)
- FRIDAY – WREATHS ACROSS AMERICA/ RED SHIRT FRIDAY
- SATURDAY – S.O.A.R SATURDAY

* ALL MATERIAL NEEDS TO BE EMAILED TO ME 2 DAYS PRIOR TO POSTING (UNLESS IT IS AN URGENT POSTING). ALL POSTINGS AT THE DISCRETION OF THE SOCIAL MEDIA PM AND PRESIDENT GARY.