



YMCA of Metropolitan Dallas Social Media Guidelines

2025

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The YMCA of Metropolitan Dallas uses social media to build community relationships and share the depth and impact of YMCA programming. All content from branches, camps, programs, or association initiative must reflect the Y's mission, voice, and brand. Social media is a space to tell our story, bring our cause to life, and demonstrate our core values of caring, honesty, respect, and responsibility, while creating access and belonging.

The following guidelines have been developed to direct your branch's social media efforts and ensure that YMCA of Metropolitan Dallas is presented in the best light possible.

- Staff **are not** permitted to create any social media pages or accounts representing the YMCA, this includes creating social media profiles for any department. Do not use a branch employee's personal social media profile to represent the entire branch.
- The Marketing and Communications team is responsible for creating all accounts and must receive all corresponding passwords.
- Each branch will have a Facebook and Instagram account. Individual branch YouTube, X (Twitter), TikTok, etc. are **not** permitted. We acknowledge that there are old accounts from these platforms, please notify the Marketing and Communications team if you discover accounts.
- Only a full-time Dallas YMCA employee is permitted to serve in a Facebook page role and be responsible for social media content, unless otherwise approved by the Marketing and Communications team.
- Content
 - Staff are content creators, not promoters. Do not post flyers on social media.
 - Should be timely, clear, correct, and engaging. Do not post just for the sake of posting.
 - Branches should strive to create 1-5 posts per week. Be cautious when posting too much.
 - Must reflect YMCA mission, cause, voice, values and areas of impact.
 - Must relate to the YMCA or YMCA programs rather than the person posting.
 - May not contain internal, protected, or confidential information.
 - Any staff interested in creating content for the YMCA social media should consult their supervisor and the Marketing and Communications team.
 - We encourage content creators to use Facebook Stories, Instagram Reels, Facebook Events and other platform elements.
- Photos and Videos
 - All logo images must be YMCA approved.
 - All photos and videos must be appropriate.
 - Any child featured in a photo or video needs to have a signed photo release form on file.
- Response
 - Each Facebook page is rated based on its responsiveness to comments and messages. It is the branch's responsibility to **respond to all messages** within 48 hours during the week and within 72 hours on the weekend.
 - Engage with people who engage with us. Branch staff are responsible for responding to comments and answering questions.
- If a member of the media contacts your branch regarding information posted on social media, please contact the Marketing and Communications team immediately and provide a copy of the posted content.

The Marketing and Communications team and Association management team reserve the right to remove content and postings for non-compliance. Please direct all social media questions to the Marketing Department.

CONTENT CREATION & PLANNING TIPS

Content Creation Tips:

- **Create like a human, not a brand:** Don't focus on advertising. Use authentic imagery, storytelling, and humor to connect with followers.
- **Be self-aware & stay real:** Embrace how your audience sees your Y. Let the Y's brand personality shine through. Be hopeful, determined, welcoming, nurturing, and genuine.
- **Use storytelling over selling:** Instead of promoting a program with a flyer, tell the story of a child who learned to swim, a parent who found support, or a senior who built new friendships.
- **Don't overthink it:** Focus on showing real moments. Attention spans of people are shorter and you only have a scroll's worth of time.
- **Engage over promotion:** Avoid posting flyers. Instead, focus on storytelling that highlights people, programs, and community impact.

Content Planning Best Practices:

- Plan around the **three content pillars:**
 - **Brand Awareness (Who we are)** - This content helps your community understand who the Y is, what the Y stands for, and why it matters.
 - **Get Involved (How to take action)** - Encourage people to take action (join, give, volunteer, participate)
 - **Convey Impact (Why it matters)** - Showcase the difference the Y makes in people's lives and the community.
- Use a **social media calendar** to align posts with key programs and seasonal themes.

FACEBOOK & INSTAGRAM

Facebook:

- **Primary Use:** Community engagement, light promotion, and storytelling.
- **Best Practices:**
 - Use Facebook **Stories** and **Events** to promote programs.
 - Avoid over posting. 1-5 posts per week is optimal.
 - Engage with users quickly: respond to messages within 48 hours on weekdays.
 - Make your posts conversational and community-focused.

Instagram:

- **Primary Use:** Visual storytelling and family engagement.
- **Best Practices:**
 - Use **Reels** and **Stories** for dynamic, behind-the-scenes content.
 - Focus on candid, real-life visuals vs. marketing ads.
 - Hashtags: Use sparingly. One well-chosen hashtag is better than many.
 - Engage through polls, reactions, and user-generated content (reviews, social media posts, and videos, created by customers).

Platform Insights:

- **Facebook:** 70% of our Y audience is active on Facebook, making it essential for all branches.
- **Instagram:** Engages a younger, visual-focused audience. It's great for families and youth programs.

HOW TO LEAD WITH STORYTELLING AS CONTENT

Storytelling is not just a technique, it's our strategy. Every post, campaign, or video is a chance to humanize the Y and show real impact. We lead with storytelling to build trust, grow awareness, and celebrate our community.

Plan Story Collection:

- Use events like campaign launches to identify new stories
- Coordinate with program staff and interns
- Use Listen360 data or interview forms from the storytelling team

Storytelling Framework You Can Follow:

1. Character – Who is the story about?
2. Challenge – What did they need or struggle with?
3. Connection – How did the Y support them?
4. Change – What's different now?

BEST TIPS FOR SHOOTING CONTENT

Start with Your Phone!

- Shoot horizontally for flexibility (landscape video can be cropped to vertical)
- Use exposure lock to prevent auto-flickering
- Check your background – keep it clean and simple
- Avoid backlighting – always have your light source in front
- Use airplane mode while filming
- Stabilize your shot – use a tripod or lean on something sturdy
- Use natural light or affordable lighting kits
- Record 10-15sec B-roll shots: moments of members interacting, smiling, high-fives, etc.

Planning Tips When Working Solo:

- Pre-schedule interviews and prep the space
- Ask people to wear solid colors. Avoid dangly or loud jewelry for sound quality
- Use Canva, CapCut, or Adobe Premiere to edit
- Label and save clips by campaign and theme for reuse

If you have a story idea or need help capturing a moment, our Marketing & Communications Team is here to help!

Reach out for:

- Interview questions or templates
- On-site video/photo support
- Help writing a story or social caption
- Training on filming or interviewing

Tips for Calendar Execution:

- **Photos & Videos:** Use real members/staff with proper release forms.
- **Brand Voice:** Keep tone welcoming, genuine, and community focused.
- **Engagement:** Use polls, questions, and calls to action to prompt interaction.
- **Tools:** Use Meta Business Suite to schedule and manage posts.

Day	Platform	Content Pillar	Post Type	Caption/Idea Example
Monday	Facebook	Brand Awareness	Staff or Member Spotlight	"Meet Marcus, a lifeguard at our Y for 10 years who inspires safety and confidence."
Tuesday	Instagram Reels	Get Involved	Program Promo (Short Video)	"  Registration is open! Join our Youth Basketball League starting next week!"
Wednesday	Facebook Story	Convey Impact	Behind-the-Scenes / Class in Action	"Peek into today's Active Older Adults class— laughter, movement, and connection."
Thursday	Instagram	Brand Awareness	Carousel: "Did You Know?" Series	"Swipe  to learn 3 ways the Y supports mental health in our community."
Friday	Facebook	Get Involved	Event Promotion or Volunteer Callout	"We need YOU! Volunteers make our annual Fall Festival a success. Sign up today."
Saturday	Instagram Story	Convey Impact	User-Generated Content (UGC) Share	"Thanks to @jonesfamily for capturing the joy of Family Swim Night!  #MyYStory"
Sunday	None or Recap	(Optional/Light)	Best of the Week Roundup or Off Day	"ICYMI: Here are the best moments from this week at the Y!  

