Social Media

GUIDELINES/EXPECTATIONS

When creating social media, all in the TSA community are expected to present and maintain an image that is positive, ethical, and thoughtful.

TSA provides dress code guidelines for competition and attendance at the National TSA conference. Student members in TSA competition attire are expected to represent themselves, their school, and the organization in a professional manner, including in any social media posts; such posts should not contain inappropriate language, images, or behavior. To ensure the appropriateness of posts when members appear in TSA attire, social media content should be reviewed/approved by an adult prior to publication.

BEST PRATICES

When creating social media posts that reference TSA:

- Develop posts that highlight chapter activities.
- Repost from the National TSA feed about National TSA-sponsored events, such as TSA Advisor Appreciation Week and National TSA Week.
- Use countdown posts to remind members of important TSA dates, such as meetings and conference dates.
- Use #NationalTSA on posts.

General social media tips that can be applied to TSA-referenced posts include:

- Provide short and straightforward wording/ captions on graphics.
- Diversify a feed by creating a variety of posts, such as videos, Instagram Stories, and multi-graphics.
- Create a social media calendar to plan posts for the year.
- For posts with photographs, ensure appropriate lighting.

