















JABC Social Media Policy and Guidelines

JABC Social Media



	LinkedIn	 4,893	@JA British Columbia @Business Laureates Of British Columbia @JA Alumni BC	Primary, professional networking
	Facebook	 1,295	@JABritishColumbia	For broad engagement
	X (Twitter)	 1,634	@JA_of_BC	Updates & engagement
	Instagram	 947	@jabritishcolumbia	Visual storytelling
	YouTube	 569	@JABritishColumbia (JABC)	Video content & highlights
	TikTok	 52	@jabritishcolumbia	Youth engagement, short-form video

Raise awareness of
JA Programs

AWARENESS

UPDATES

Share updates &
resources

HIGHLIGHTS

Highlight student and
volunteer success

Connect with
our community

CONNECT

ENGAGEMENT

Encourage
engagement
with our content

INSPIRE

Inspire enrolment,
volunteering,
donations

Expand our
network

EXPAND



Role of the EMC Team



Events, Marketing and Communications



Lead social media and communications strategy



Create engaging content for our audience



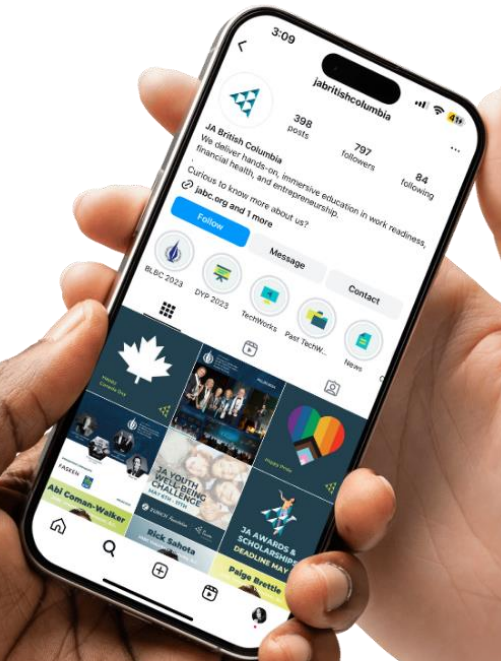
Ensure brand consistency across all channels



Monitor mentions and feedback



Respond to community interactions

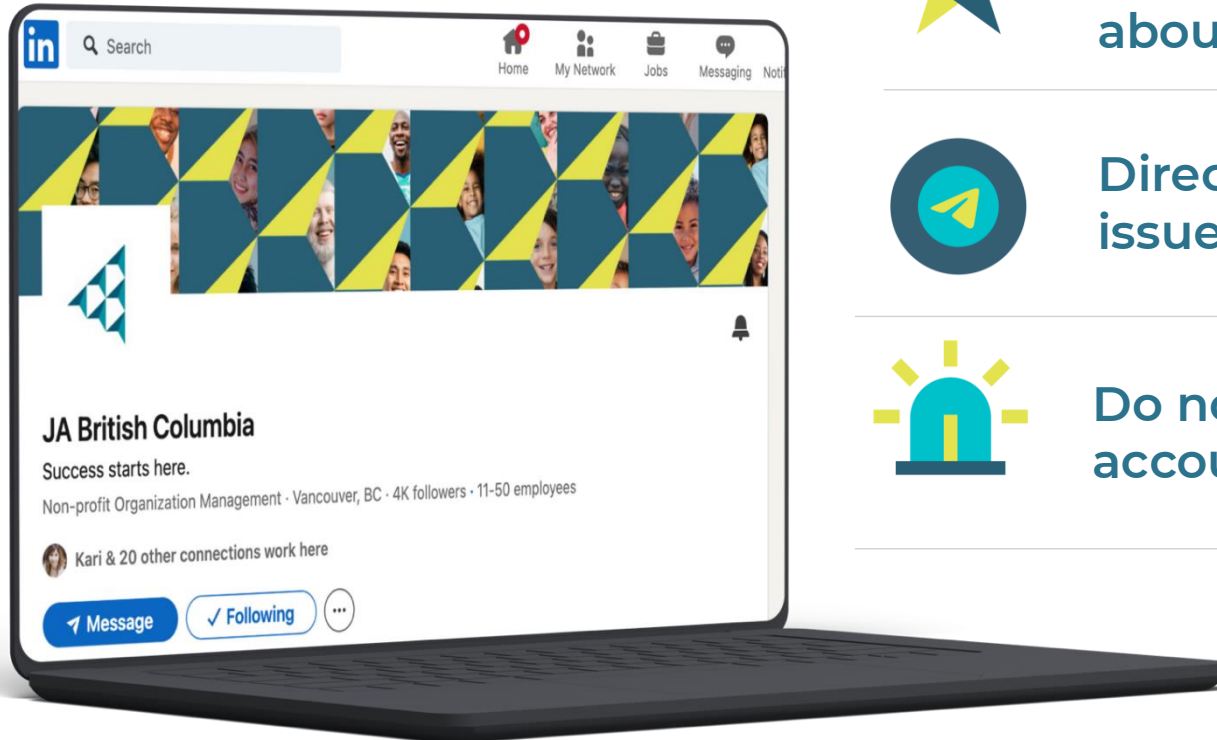




Role of JABC Team Members



JABC Team Members



Represent JABC professionally when posting about the organization



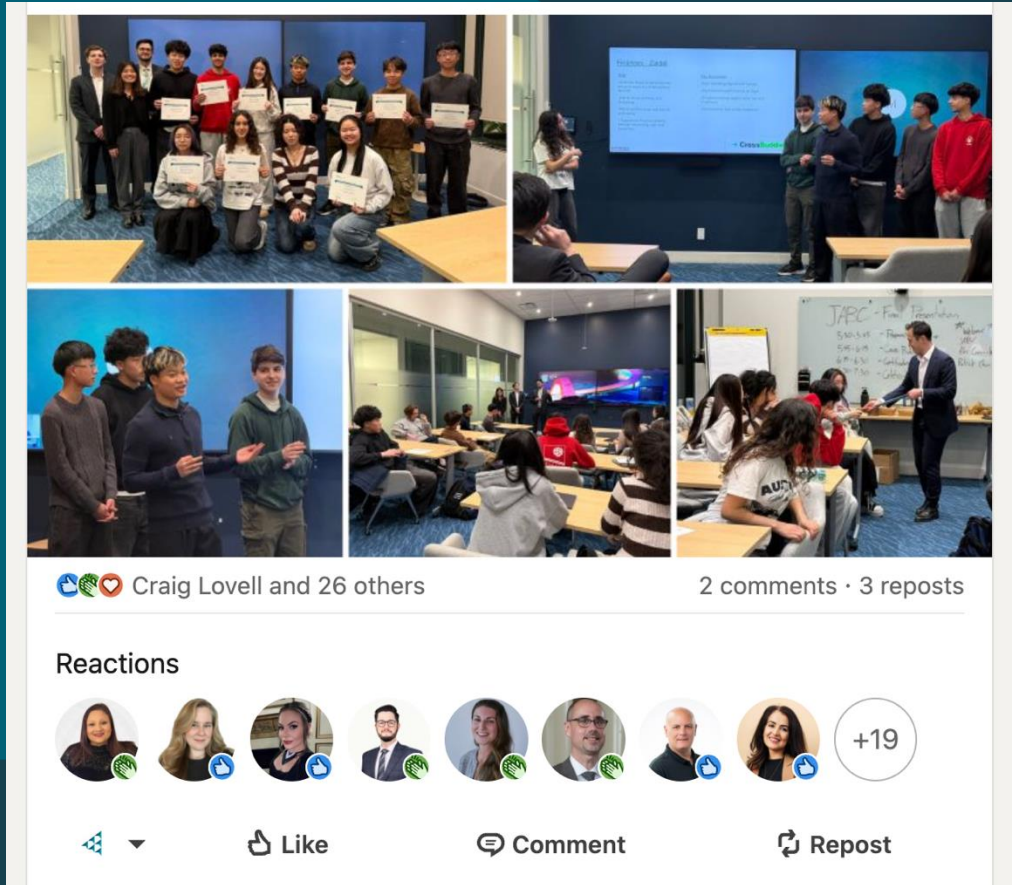
Direct media inquiries, complaints, or sensitive issues to the EMC team



Do not create independent social media accounts or groups representing JABC



Supporting JABC Social Channels



Do

1. Like/React

2. Re-Share

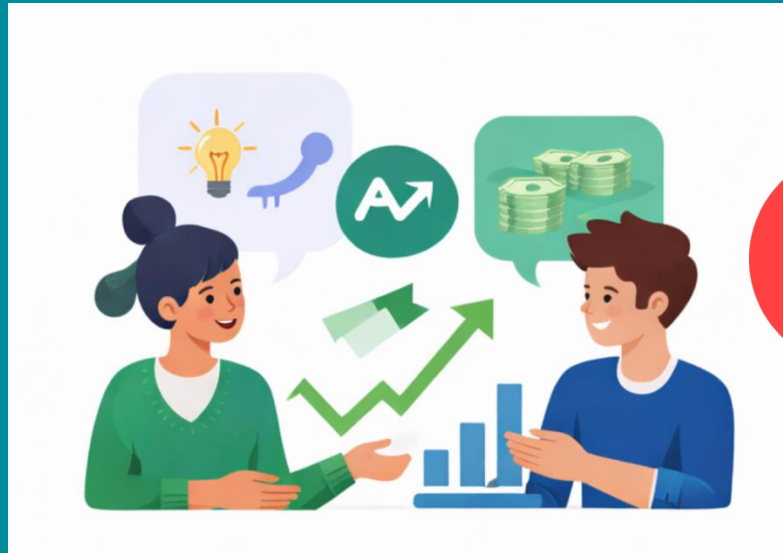
3. Comment



Social Media Imagery



If posting about JABC on your personal channel:



- Do not create your own designs using tools like Canva or other graphic design platforms
- If you want custom imagery, contact EMC
- Do not use partner logos



- Use authentic photos from JABC events and programs whenever possible
- Only share photos of youth who are media authorized

Social Media Copy & Messaging



If posting about JABC on your personal channel, keep in mind:

Tone

- Use an honest, positive, transparent tone
- Focus on solutions and impact
- Celebratory

JABC

Commitments

- Ensure communication reflects JABC's commitments to **Impact, Quality, Innovation, and Professionalism**

Our Work

- Highlight our programs, participants, and volunteers
- Inspire, inform, engage

Copyright

- Respect copyright and intellectual property laws
- Only share content you have permission to use

Accuracy

- Ensure all information is accurate, well-researched, and properly sourced
- Maintain credibility and integrity

Consent

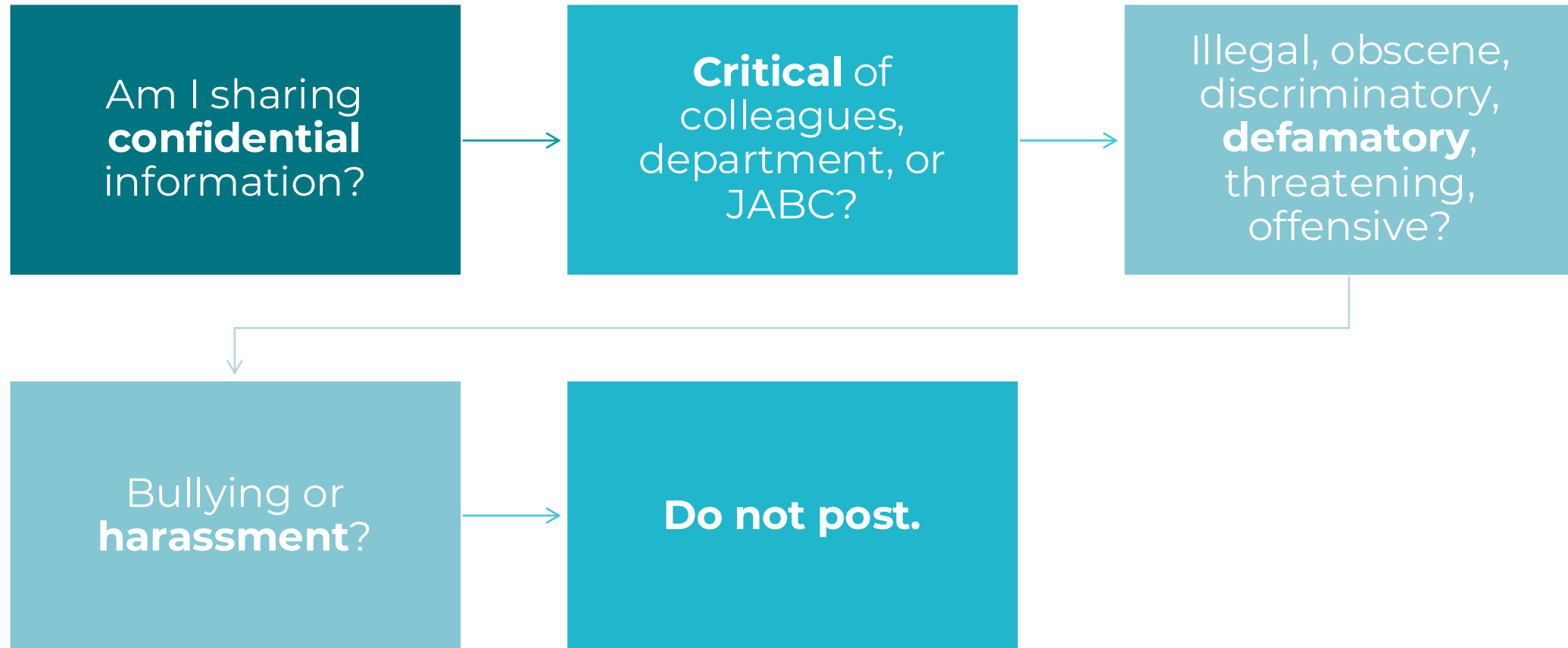
- Do not identify participant/partners by name without permission
- Never share confidential details



Uphold our Principles



Code of Conduct



Any questions?






Recent JABC Social Media Updates



Program Spotlights



 **ECONOMICS FOR SUCCESS**

Students discover how their interests and strengths connect to future careers, explore post-secondary options, and learn budgeting skills.

Grades **8-10**

SUCCESS STARTS HERE jabc.org/efs

 **INVESTMENT STRATEGIES**

Through classroom curriculum and an engaging stock market simulation, students build essential knowledge about the principles of investing and gain real-world experience applying their skills in the 6-week simulation.

Grades **10-12**

SUCCESS STARTS HERE jabc.org/isp

 **JABC TECHWORKS**

Students explore the skills and careers of tomorrow, gain insight into how technology shapes every job and industry, and build the mindset and self-awareness needed to confidently navigate their journey from high school to future success.

Grades **9-12**

SUCCESS STARTS HERE techworks.jabc.ca

 **OUR BUSINESS WORLD**

Students learn what a business is, how businesses make a profit, how they benefit communities, why they evolve over time, and explore what it means to be an entrepreneur.

Grades **5-6**

SUCCESS STARTS HERE jabc.org/obw

 **PERSONAL FINANCE**

Students develop an understanding of key financial issues, including how education, income, and planning impact personal finances.

Grades **11-12**

SUCCESS STARTS HERE jabc.org/pf

 **WORLD OF CHOICES**

Students connect with industry leaders, ask questions directly, and explore in-demand careers through virtual roundtables, live demonstrations, and engaging video content.

Grades **6-12**


SUCCESS STARTS HERE jabc.org/woc

 **MORE THAN MONEY**

Students learn how to earn, spend, and save money, and explore steps involved in creating, building and running a business. They'll also gain an understanding of global trade and how imports and exports contribute to business success.

Grades **4-5**

SUCCESS STARTS HERE jabc.org/mtm

 **CHAT WITH AN INVESTMENT PROFESSIONAL**

Students connect with an investment professional, learn about investing for short-term needs and long-term goals, and ask questions about careers in the financial field.

Grades **8-12**

SUCCESS STARTS HERE jabc.org/cip

 **BUSINESS OF OUR OWN**

Students explore how they can run a real business that sells products. They'll learn what's involved in selecting products for sale, how to set up a successful sales stand and apply key concepts in entrepreneurship.

Grades **6-8**

SUCCESS STARTS HERE jabc.org/boo

Volunteer and Educator Spotlights



#MentorMondays

 <p>JABC MENTOR MONDAY</p> <p>“What I value most about mentoring through JA is working with the students and developing relationships with the other mentors.”</p> <p>Dayna Holland Manager, Affirm LLP</p> <p>JA British Columbia Member of JA Canada 70 Years of Inspiring Lives</p>	 <p>JABC MENTOR MONDAY</p> <p>“My JA student experience was foundational to my career. Now, I'm energized by giving back - mentoring the next generation of leaders and sharing real-world entrepreneurial experiences to help them navigate their own professional journeys.”</p> <p>Andy Mao Enterprise Account Executive, Snowflake</p> <p>JA British Columbia Member of JA Canada 70 Years of Inspiring Lives</p>
 <p>JABC MENTOR MONDAY</p> <p>“My goal is to offer students insight into the real demands of entrepreneurship, from critical thinking and risk awareness to decision-making. I want them to explore ideas not often discussed in the classroom.”</p> <p>Vaclav Vincalek CEO, PCIS Ltd.</p> <p>JA British Columbia Member of JA Canada 70 Years of Inspiring Lives</p>	 <p>JABC MENTOR MONDAY</p> <p>“I've been lucky to have people invest in me, and that's shaped everything. Mentoring through JA is an opportunity to pay that forward. If one student walks away more curious or more confident, that's a massive win.”</p> <p>Tristan Watts Wealth Planning Associate, Nicola Wealth</p> <p>JA British Columbia Member of JA Canada 70 Years of Inspiring Lives</p>

 <p>JA programs have built my students' confidence, communication, and teamwork skills. The professionals I worked with are awesome, helping modify the programs as per the classroom's needs. The curriculum is very relevant to the content I am teaching.”</p> <p>Jaswinder Sodhi Educator, Grades 8-12 University Hill Secondary School</p>	 <p>Participating in JA is a wonderful opportunity. Students can connect to what is actually happening right in now in their local economies.</p> <p>Damodar Paquette Educator, Grades 8 & 9 Merritt Secondary School</p>
 <p>JA has an incredible team that is responsive, supportive, and ready to guide you through the entire process. The program is well-structured, easy to implement, and makes financial literacy engaging and practical for students in a way that truly resonates.</p> <p>Sheryl Gounder Educator, Grades 10-12 Princess Margaret Secondary School</p>	

Teacher Features

The Reach of Our Social Media



JA British Columbia

4,624 followers
6mo · Edited



Last week, we wrapped up the JA Company Program Summer Camp hosted at [Chartered Professional Accountants of British Columbia!](#) 🌟

Over five days, 24 Grade 9–12 students from 22 schools worked in 6 teams to design, develop, and pitch innovative business ideas. Their creativity and teamwork were truly inspiring.

Congratulations to our pitch competition winners: Class2Court, Quick Quest, and Pet\$ave.

Students were supported by facilitators [Kelly Edmison \(PenderFund Capital Management\)](#), [Larry Jung \(Chartered Professional Accountants of British Columbia\)](#) and [Craig Lovell \(JA British Columbia\)](#), and inspired by guest speakers [Maxine Cunningham](#) and [Markus K.](#), who delivered rousing confidence-boosting sessions.

This program was made possible thanks to the support of CPABC and the expertise of our judges: [Carl Davies, \(PenderFund Capital Management\)](#), [Maxine Cunningham \(Pick My Brain\)](#), [Zahra Carol Baghdadi, CPA \(Crunch TimeZ CFO Services Inc.\)](#), and [Emily Heinrich \(BDO\)](#). Together, we've helped the next generation of changemakers discover their potential.

[#JABC](#) [#YouthEntrepreneurship](#) [#BoundlessPossibilities](#) [#JACompanyProgram](#)



These two posts **alone** have generated:

4900+

People reached

500+

Interactions

400+

Clicks



JA British Columbia

4,624 followers
9mo



On May 30, we had the pleasure of hosting 24 students and 2 teachers from Cambie, RC Palmer, and JN Burnett Secondary Schools for a job shadow experience at [Coca-Cola Canada Bottling Limited's](#) Richmond facilities!

Students toured two sites and got an exclusive behind-the-scenes look at the different departments that power Coca-Cola. From operations to logistics, they gained valuable insights into what work life is like across the organization.

A huge thank you to everyone who helped create such a memorable and inspiring day!

[#JABC](#) [#EmpowerYouth](#) [#BoundlessPossibilities](#)

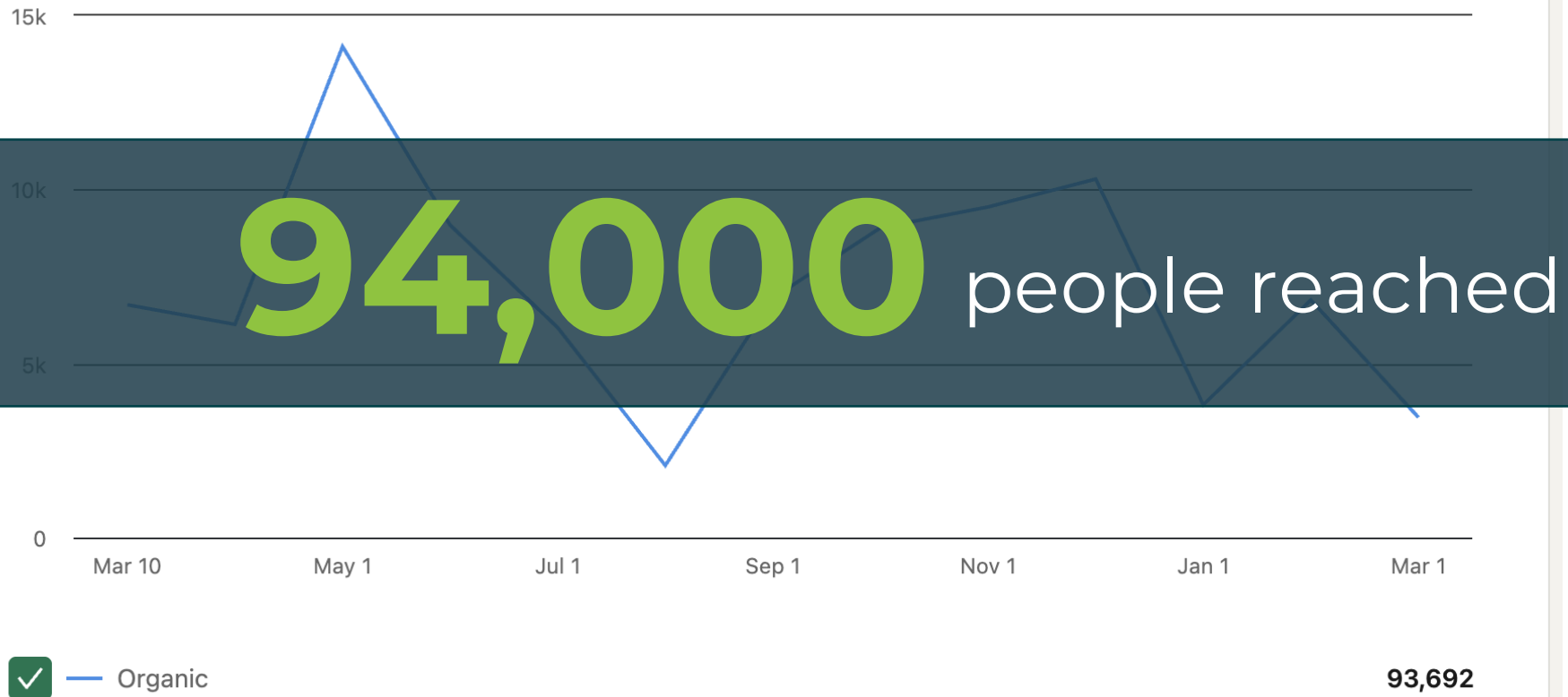


The Reach of Our Social Media



Metrics

Members reached ▾



Any questions?

