

# Quick Guide to Sharing Stories on Social Media

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The Jay Nolan Social Media Team is accepting human interest stories to share on Jay Nolan Community Services' social media sites, website, newsletters, and more! We want to share stories of our consumers, families, and staff in the community.

## Protecting Privacy and Confidentiality

The stories of the people we support are important, and so is protecting their privacy and complying with **HIPAA** mandates.

Please **DO NOT** post photos, videos, personal information, or stories about the people we support on your personal social media accounts (Facebook, Instagram, TikTok, LinkedIn, Snapchat, etc.), even if you have their verbal permission.

All content featuring individuals receiving services should be submitted through [\*\*socialmedia@jaynolan.org\*\*](mailto:socialmedia@jaynolan.org)

The Jay Nolan Marketing Department will ensure that there is a signed [\*\*PR Consent Form\*\*](#) on file before posting any content. **Consent is everything!**

## Help Us Share the Impact

We're looking for stories, photos, videos, and milestones that highlight achievements, growth, and experiences of the people that we support.

Share moments that showcase:

- Personal achievements and milestones
- Employment and educational successes
- New and existing hobbies, talents, and interests
- Fun outings and memorable experiences
- Overcoming challenges and achieving goals

\*Remember: Sometimes the most meaningful moments are everyday victories!\*

## What to Submit

Sending a story is easy! Simply email the following to [socialmedia@jaynolan.org](mailto:socialmedia@jaynolan.org)

- A short description:
  - What happened?
  - Who was involved?
  - Why is this moment meaningful?
  - How does it reflect growth, independence, inclusion, or community?
- Photos or Videos

## Jay Nolan Clients in the Spotlight

Can't find any stories? No problem! Featuring someone is easy. Just ask them these simple questions and we will introduce them to the community!

- What do you do for fun?
- What's your hidden talent?
- What are you most proud of?
- What music do you listen to?
- If you had a million dollars, what would you do?

## Where Will Stories Be Posted?

We plan to share these human interest stories with our community through Jay Nolan's social media, website, newsletters, and potentially other places. This includes:

- **Jay Nolan Blog** (<https://jaynolan.org/news/>)
- **Facebook** (<https://www.facebook.com/JayNolanCommunityServices/>)
- **Instagram** (<https://www.instagram.com/jaynolanorg/>)
- **LinkedIn** (<https://www.linkedin.com/company/jay-nolan-community-services/>)
- **Interconnect, the Jay Nolan Newsletter** (sent to families/donors/newsletter subscribers)  
(Sign up: <https://jaynolan.dm.networkforgood.com/forms/newsletter-sign-up>)

**Thank you! We are excited to hear from our Jay Nolan community!**

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Questions? Email us at [socialmedia@jaynolan.org](mailto:socialmedia@jaynolan.org)

