

8 - Marketing and Public Relations

Overview

The Junior League is a highly respected organization with an extraordinary legacy, and it is the shared responsibility of every League member to protect our brand by communicating who we are and what we do through a clear and consistent identity and message. To this end, there are certain branding and communication guidelines members must follow.

General Guidelines

- All external communication (including social media posts, letters to potential donors, press releases, eblast submissions, etc.) must be approved prior to distribution by the President Elect.
- Items submitted to be proofed should be in final draft form. Please check spelling (including members' names), punctuation, capitalization, addresses, dates, etc. before submission; understand that the PE may make minor edits before distribution.
- The first use of the organization's name in any communication must be listed as The Junior League of Stark County, Ohio, Inc. Further mentions may use Junior League, JLSC, The Junior League, or The Junior League of Stark County. *Note: Never use "Jr." in place of "Junior."*
- The "T" in "The" is **always capitalized** when referring to the organization. Member classes (Provisional, Active, and Sustainer) should always be capitalized, as should the "L" in League.
- The President and President Elect are the official spokespersons of The League. Please refer any media questions to them.
- When posting about Junior League on your own personal social media pages, please be mindful that you represent over eighty years and thousands of women volunteers that have made up The Junior League of Stark County. Do not post things that might reflect poorly on League or its members.

Frequently Asked Questions

Question: What if I want information to go into the newspaper?

Answer: Compose a press release and send it to the President Elect for proofing. Many examples of press releases may be found on the AJLI site or other places online. Media contacts are always changing, so research to whom releases should be sent for each publication. Upon receipt of the approved document from the PE, send the press release to the media.

Question: What is *The Etcetera*, how do I get an article or photo published, and who gets it?

Answer: *The Etcetera* is published twice during the League year. It is mailed to the entire membership, AJLI, other Ohio Leagues, and Community Advisory Council members. If you want any content to be included in *The Etcetera*, submit a final draft to admin@jlstarkcounty.org and your information will be considered for inclusion.

Question: What social media platforms does League use?

Answer: At this time, JLSC uses Facebook and Instagram.

*****Please visit the Brand Standards page of the AJLI site and review The Association's Branding Standards.*****

- Log in to the ALJI website, and navigate to <https://brand.ajli.org/>
- As time and interest allows, review both The Association of Junior Leagues International's Facebook and Instagram pages as well as JLSC's to familiarize yourself with typical communication distributed on these platforms.

Junior League Event Photography Guidelines

(Taken from <https://brand.ajli.org/design/#photography>)

Subject Matter, Quality, and Resolution

- Photography should convey the story of working in the community, helping to position The Junior League as being part of the larger fabric of society.
- Use clear, well-lit photography. Consider the composition and framing so that the image conveys a story—even to someone without context. Never use low-resolution photos or jagged/pixelated images.

Candid Images & Portraits

- For community photos, photograph members engaged in the work, showing them having fun and collaborating with others.
- For portraits of civic leaders, etc., photograph them looking directly into camera to communicate confidence.

Avoid Misperceptions

- Although photos of Junior League social activities can lend personality and texture, they should play less of a leading role. These types of images can have a reverse effect, perpetuating misperceptions of The Junior League and weakening the value of our role in our local communities and beyond.
- When considering what photos to share, please be sure to demonstrate the full spectrum of diversity that exists within your League—race/ethnicity, religion, age, personal style, appearance, etc.

General Guidelines

- Signed releases should be used when adults are posed for photographs or stated to appear on videotape. Signed releases (with permission from the parent/guardian) should be used when publishing any photos of children.
- Signed release forms are not needed when subjects are in public places such as fairgrounds, parks, or public streets.
- When images are published, take cautionary steps to provide minimum identifying information and do not use specific street or mailing addresses, e-mail addresses, or phone numbers.
- Photographs or videotaping in private or public schools or youth camps must be done only with school or camp permission. It is the responsibility of the photographer or videographer to obtain signed release forms and maintain records.

After you have completed the module, please visit the following link for a short 5 question quiz:

<https://goo.gl/forms/86CMPtXvgfPliDli2>



Minor Photo Release Form

I give The Junior League of Stark County, Ohio, Inc. and The Association of Junior Leagues International Inc. permission to publish in print, electronic, or video format the likeness or image of my child including all photographic images and video or audio recordings.

I agree that The Junior League of Stark County, Ohio, Inc. may use such photographs and video of my child with or without his/her name and for any lawful purpose, including for example, but not limited to, such purposes as publicity, illustration, advertising, and Web content.

I release all claims against The Junior League of Stark County, Ohio, Inc. and The Association of Junior Leagues International Inc. with respect to copyright ownership and publications including any claim for compensation related to use of the materials.

I have read and understand the above:

MINOR'S NAME (Please print)

PARENT OR GUARDIAN NAME: (Please print)

PARENT OR GUARDIAN SIGNATURE

DATE