

Social Media Suggested Guidelines

(US Region/Local Church)

Facebook

- Profile picture: Use the official [dove icon](#).
- Cover photo: May use the designed [banner](#).
- Account name: “tjc[location]” (e.g. “tjcirvine”).
- Contact info: Link to local church email (e.g. irvine@tjc.org).

Instagram

- Profile picture: Use the official [dove icon](#).
- Account name: “tjc.[location]” (e.g. “tjc.irvine”).
- Contact info: Link to local church email (e.g. irvine@tjc.org).

YouTube

- Branding:
 - Profile picture: Use the official [dove icon](#).
 - Banner image: Suggest to incorporate the local church chapel photo or may use the designed [banner](#).
 - Video watermark: May use the designed [watermark](#).
- Basic Info:
 - Channel name: “True Jesus Church, [Location]” (e.g. “True Jesus Church, Irvine”).
 - [Handle](#): “@tjc[entity/location]” (e.g. “@tjcusswr”, “@tjcirvine”).
 - Description (hierarchy of information):
 - Short description of True Jesus Church
 - Service times
 - Link to local church website
 - Link to social media accounts
 - Local church address
 - Link to IA site and Find-a-Church page

Example:

Established in 1917, the True Jesus Church is a non-denominational church with a presence in over 60 countries across six continents.

We welcome you to get to know the living God with us online (livestreamed via YouTube) and in-person:

Tuesdays:

Evening service - 8:00 pm

Fridays:

Evening service - 8:00 pm

Saturdays (Sabbath Day):

Morning service - 11:00 am

Afternoon service - 1:50 pm

We are located at 5200 Trabuco Rd, Irvine, CA 92620, United States.

To find out more about True Jesus Church at Irvine, visit us.tjc.org/irvine.

Not from here?

Visit our international site: tjc.org

Find a True Jesus Church near you: tjc.org/find-a-church

○ Links:

- Link to local church website (e.g. “[Irvine Church](#)” or “[Learn more about us](#)”).
- Link to IA or local church Facebook (e.g. “[Facebook](#)”).
- Link to IA or local church Instagram (e.g. “[Instagram](#)”).
- Link to IA website (e.g. “[International Assembly](#)” or “[Visit our international site](#)” or “[tjc.org](#)”).
- Link to IA *Meet Jesus* podcasts (e.g. “[Meet Jesus Podcast](#)” and “[認識耶穌播客](#)”).

- Links on banner (select to show at least the following):
 - Link to local church's website (e.g. "Irvine Church").
 - Link to local church Facebook and other social media channels (e.g. "Facebook").
- Contact info: Link to local church email (e.g. irvine@tjc.org).
- Layout:
 - Featured Channels:
 - For regional channels: Link to [IA](#), [GA](#), and all local church channels in the region.
 - For local church channels: Link to [IA](#), [GA](#), and regional channel (if applicable).

YouTube Nomenclature:

Channel Name	Channel Description	Handle	Website	Contact Email
True Jesus Church, USA		@tjcusa	us.tjc.org (redirects to tjc.org/usa)	
True Jesus Church, US SWR	True Jesus Church, US Southwest Region	@tjcusswr	us.tjc.org/swr	swr@tjc.org
True Jesus Church, Garden Grove	True Jesus Church in Garden Grove, California, USA	@tjcgg	us.tjc.org/gg	garden_grove@tjc.org
True Jesus Church, Irvine	True Jesus Church in Irvine, California, USA	@tjcirvine	us.tjc.org/irvine	irvine@tjc.org