JASMYN has been Northeast Florida’s only LGBTQIA+ youth center for nearly 29 years. We are youth-centered, which means we work with and for the teens and young adults who participate in our programs and services, marginalized by their gender or sexual identities, and/or by race, and now targeted by their government with laws that seek to erase them from their communities. JASMYN is for racial justice and equity, for the strength of diversity and the needs of the vulnerable who require a safe place, like all of us. We hear them, see them for who they are, and help them define their agency.

Recently JASMYN enhanced some important aspects of our work, our environment and our communications to ensure our sustainability.

As our first action we engaged broader safety features on our campus and hired a private security company, as this is our primary concern – safety for our young people, our staff, our visitors and those working onsite.

Our programming is now clearly defined as teen or young adult on our website and throughout social media. Teen programming is suitable for LGBTQIA+ teens ages 13-17 and young adult programming for ages 18-24. In line with this change are new channels for each of our social media platforms, one specifically for teens and one for young adults. We are able to age-restrict content according to the platform’s identification of age groups and will do so when those channels are online again in March.

Additionally JASMYN has begun offering teen programming for LGBTQIA+ students at satellite locations across Jacksonville. This enhances the safe space for these teens and provides opportunity for peer support without the burden of transportation and outside of a school environment that has diminished their needs.

JASMYN is working with professionals in public relations, social media and branding to be sure what happens here is represented accurately to our many audiences. We have added a Q&A section to our website to make it easier for anyone interested in our work to understand what we do and how we do it.

The use of technology like Hootsuite and Google ads has given us new ways to reach out to both those who need JASMYN programs and services, and those who support them, and we’re grateful for the opportunity to broaden our knowledge in this moment.

Internally, we have created new policy that addresses the process of social media posting, those responsible for creating and approving such items, and guard rails for content. Paired with the separation of channels by age, this increases the strength, reach and clarity of our communications.

All of this is a natural progression of our service model and communication strategy as JASMYN grows and helps define the LGBTQIA+ community further in Jacksonville. Thank you for your support of the teens and young adults who rely on JASMYN.