



# National Association *for* Court Management

*Strengthening Court Professionals*

## Committee Progress Report Form – 2018-2019

Committee: Communications Committee

	Report	Due Date	Submission Date
	Fall Progress Report		
X	<b>Midyear Progress Report</b>	<b>January 15, 2019</b>	
	Annual Progress Report	June 20, 2019	

Project or Topic	Project Status	Strategic Priority? (Yes/No)	Discussion Needed? (Yes/No)	Board Action Needed? (Yes/No)	If Yes to discussion or action, please describe what needed
<b>Podcasts</b>	• Podcast Policy	Yes	Yes	Yes	Review and consider adopting proposed policy.
	• Property Assignment Form	No	Yes	Yes	Review and consider adopting proposed form.
	• Potential Podcast Topics	Yes	Yes	Yes	Review and consider approving podcast topic list.
	• Live Podcasts from Vegas	Yes	Yes	Yes	Discuss and consider proceeding with the idea to podcast live from Vegas. Doing so would involve purchase of three webcams at a total estimated cost of \$250.00.
	• Logo	Yes	No	No	
	• In February, NACM will record and make available on multiple platforms its very first podcast, <i>Hurricane Florence and Keeping Your Court Afloat</i> .	Yes	No	No	
<b>SurveyMonkey Subscription</b>	Not applicable	No	Yes	Yes	NACM's SurveyMonkey subscription is up for renewal on February 23, 2019. The annual renewal rate is \$408. The board must decide if the subscription should be renewed.

Project or Topic	Project Status	Strategic Priority? (Yes/No)	Discussion Needed? (Yes/No)	Board Action Needed? (Yes/No)	If Yes to discussion or action, please describe what needed
<b>Records Management &amp; Document Style Policy</b>	<p>Proposal:</p> <ol style="list-style-type: none"> <li>1. Use "Box" as NACM's file storage repository for all NACM materials (policies, forms, minutes, manuals, etc.)</li> <li>2. Adopt a policy on the look and style of all forms, policies, manuals, etc.</li> <li>3. Implement a new storage structure (time permitting, an additional attachment showing an example of proposed structure will be distributed in a separate email prior to the board meeting).</li> <li>4. Training plan.</li> <li>5. Implementation plan.</li> </ol>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	Discuss and consider proposal to adopt a records management and document style policy. Summary of proposal is in the Project Status column. If the board approves of the idea generally, Frank will draft a formal policy document accordingly.
<b>2020 Guide</b>	Engaged in discussions with the president of the Conference of Court Public Information Officers (CCPIO) to collaborate on updating NACM's Social Media Mini Guide, last updated July 2010.	<b>Yes</b>	<b>No</b>	<b>No</b>	
<b>Webinar</b>	<p>The Educational Committee (EC) discussed webinar ideas at its 1/18/19 meeting. They include: court security; e-filing; process improvements, and training with limited resources or small/rural court issues. Due to timing for the first quarter, T.J. will look to the board for selection of a webinar topic. Thereafter, the EC will share with the Communications Committee webinar topic ideas for further consideration prior to making its selection.</p> <p>NACM will collaborate with the National Council of Juvenile and Family Court Judges and the National Association of Women Judges to produce a 2019 webinar on the topic of "<i>Courts in the Era of #WeToo.</i>" Awaiting a response from these groups in order to prepare an application for an SJI grant. The deadline for the grant application is February 1.</p>	<b>Yes</b>	<b>No</b>	<b>No</b>	
<b>Website Review</b>	Communications Committee members are currently	<b>Yes</b>	<b>No</b>	<b>No</b>	

Project or Topic	Project Status	Strategic Priority? (Yes/No)	Discussion Needed? (Yes/No)	Board Action Needed? (Yes/No)	If Yes to discussion or action, please describe what needed
	<p>reviewing NACM’s website to evaluate the website to ensure that members and non-members are able to easily (intuitively) and quickly (as few clicks as possible) find the information that they need. Members were asked to submit their review documents by January 31. Janet and Jeffery will review the submissions, consider recommendations, and if possible and appropriate, implement the same.</p>				
<b>Social Media</b>	<p>The Social Media (SM) Policy/Guidelines Subcommittee is currently reviewing a draft policy prepared by SM Chair Kevin Lane. Input from subcommittee members was due January 18. Kevin will review the input received, prepare a second draft for review by the full committee and then prepare a final draft for the board’s consideration.</p>	<b>Yes</b>	<b>No</b>	<b>No</b>	
<b>Court Manager</b>	<p>Spring Edition: Copy deadline was January 11; magazine will post March 29.</p> <p>Summer Edition: Copy deadline is March 22; magazine will post June 7.</p>	<b>No</b>	<b>No</b>	<b>No</b>	
<b>Court Express</b>	<p>February Edition: Copy deadline is/was February 8; distribution will be after the annual conference website is available.</p> <p>May Edition: Copy deadline is May 3; distribution date is May 23.</p>	<b>No</b>	<b>No</b>	<b>No</b>	

**Time needed at meeting for Committee report:** 40 minutes

**Submitted by:** Chair Alyce Roberts

**Date:** January 18, 2019

## **TITLE NACM Podcast Policy**

### **POLICY SUMMARY AND PURPOSE**

The goal of this policy is to provide NACM Podcasts as an educational resource to NACM members and to promote NACM membership to non-members by offering relevant information on emerging issues and professional trends in court management.

### **POLICY**

- Adhere to NACM Communications Plan as it relates to Social Media, Webinar Access, and Branding Policy.
- NACM Board approval of annual budget, if any.
- NACM Board will determine where recording equipment will reside and establish a disposal policy.
- NACM will use its GoToMeeting subscription to host podcasts.
- NACM will use multi-track audio editor to edit podcast episodes.
- NACM will pay for a podcast upload service subscription for the first year of implementation and will evaluate the whether it is necessary to continue use of the service in December of 2019.
- The Board will consider and approve a list of podcast topics.
- NACM will produce one podcast monthly.
- NACM podcasts will use the script template approved by the board with length of 30 minutes, which can be adapted from 15- minute segments.
- At the beginning of each podcast, the host will state the following disclaimer:

*The views, information, and opinions expressed during this podcast are solely those of the individual presenters and do not necessarily represent the position of the National Association for Court Management.*

- During the first year, NACM podcasts will be available to members and non-members from the NACM website, iTunes, Overcast, and Stitcher. By making podcasts available publicly during the first year, NACM is better able to build an audience for the podcasts and thereby increase exposure to non-members with the goal of increasing membership. After one year, NACM will evaluate whether podcasts should then be exclusively available to NACM members. Factors to be considered at the one-year point:
  - audience size;
  - sponsorship opportunities if podcasts remain public;
  - the value of increasing exposure to NACM if podcasts remain public; and
  - the ongoing need to respect and preserve NACM member benefits.
- NACM podcasts will be audio with provision to provide images linked to web and video, when appropriate, for future replays.
- Podcasts with audio only component will use same ending/thank you message: presenter contact information and reference to NACM website [www.nacmnet.org](http://www.nacmnet.org). Upcoming events and how to join NACM.
- Podcasts with video component will use webinar template visual slides (introduction and closing) in compliance with NACM's Style Guide.
- Distribute and promote podcasts via email list, website, and social media: Facebook, Twitter, YouTube, and LinkedIn as well as following NACM's Marketing policy.

## **NACM Podcast Moderator Script Outline**

- **Intro Music:** Plays at the start of each episode so listeners can easily identify your podcast (30 seconds).
- **Intro and Disclaimer:** Who you are and what you're going to discuss (30-60 seconds).
- **Topic 1:** Setting up your theme and topic (3 minutes).
- **Topic 2:** Discussing your topic in detail (10 minutes).
- **Outro:** Summary of theme and topic with conclusion (3 minutes).
- **Closing Remarks:** Thank the listener and talk about your next podcast (2 minutes).
- **Call to action:** Benefits of NACM Membership (2 minutes)
- **Music Jingle:** Plays at the end of each episode so listeners can easily identify your podcast (30 seconds).

## **NACM Podcast Moderator Script Guideline**

### **INTRO (3 minutes)**

Good (Morning/Afternoon) and welcome to the National Association for Court Management's podcast.  
*The views, information, and opinions expressed during this podcast are solely those of the individual presenters and do not necessarily represent the position of the National Association for Court Management*

Our topic today:

My name is \_\_\_\_\_ and I would like to introduce our guests who will be sharing their experience/expertise:

Introduce Guest 1:

Introduce Guest 2:

Introduce Guest 3:

### **DISCUSSION (10 minutes)**

Topic 1:

### **OUTRO: Summary of theme and topics with conclusion (3 minutes)**

### **CLOSING REMARKS (2 minutes)**

Thank you:

For sharing your expertise/experience:

For more information on this topic, go to our website [nacmnet.org](http://nacmnet.org) where a transcript of this podcast and links can be found.

### **CALL TO ACTION (2 minutes)**

I want to take this opportunity to let you know about upcoming NACM (include time-relevant announcement, conference, Board event). NACM provides valuable educational opportunities and the opportunity to network with peers.

For any non-members who might be listening, I encourage you to consider NACM membership. With nearly 1800 members from the United States, Canada, Australia, and other countries, NACM is the largest organization of court management professionals in the world. Please visit [NACMnet.org](http://NACMnet.org) to join today.

As I mentioned previously, today's podcast will be available at [NACMnet.org](http://NACMnet.org), on Facebook, Twitter, iTunes, and Stitcher. If you have any comments or questions about today's podcast, request more information through our website [nacmnet.org](http://nacmnet.org) or call 800# or TXT:

On behalf of the National Association for Court Management and our guests, thank you for joining us today, and have a great rest of your day!



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## **Assignment of NACM-Purchased Equipment**

I acknowledge that while I am working on a project or assignment on behalf of the National Association for Court Management, I will take proper care of all equipment that I am entrusted with. I further understand that upon completion of the project or assignment, I will return all NACM property and that the property will be returned in proper working order. I understand that failure to return equipment or damage to the property may result in my being assessed the reasonable cost of replacement. NACM may elect to surrender any property rights or ownership of the property when and it deems such property to be of minimal value.

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Member Name (Please Print)

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Member Signature

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Date

Items Assigned:

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**National Association *for* Court Management**



**COURT LEADER'S  
ADVANTAGE**





**NACM POLICY**

<b>POLICY NAME / SUBJECT:</b>  <b>Social Media</b>	<b>NUMBER:</b>  NACM-1100	<b>ADOPTION DATE:</b>	<b>TYPE:</b>  Internal
<b>PREPARED BY:</b> Communications Committee Members	<b>SECTION:</b>  1000 Operations / Policies		<b>RECINDS:</b>  n/a

**REFERENCES & RESOURCES:**

- [www.wikipedia.com](http://www.wikipedia.com)
- [www.facebook.com](http://www.facebook.com)
- [www.twitter.com](http://www.twitter.com)
- [www.linkedin.com](http://www.linkedin.com)
- [www.instagram.com](http://www.instagram.com)
- [www.youtube.com](http://www.youtube.com)
- [IBM social computing guidelines](#)
- [Intel Social Media Guidelines](#)

**DEFINITIONS AND ABBREVIATIONS:**

- A. Social Media: Forms of electronic communication such as websites and applications for social networking and microblogging through which users create online communities to share information, personal messages and other content.
- B. Blogging: A website or application that contains information, comments, hyperlinks, videos, and photographs provided by the writer.
- C. Microblogging: Blogging done with severe space or size constraints typically by posting frequent brief messages.
- D. Post: An action on social media involving the submission of information made public. Information can be in the form of written communications, pictures, videos, and hyperlinks.
- E. Like: An option on all NACM social media accounts that can be selected to demonstrate positive feedback towards a post.
- F. Share: The ability for someone to use the Share button to copy someone else's post on social media by posting the same content or transmit a hyperlink of the post using email, text or instant messaging platforms.
- G. Comment: An option on social media for people to express their thoughts on someone's post.
- H. Tweet: This is a posting on Twitter
- I. Retweet: Same as "share", but exclusive to Twitter
- J. Hashtag: acts as a searchable tag that describes some aspect of the contents of the posting. It is expressed as #keyword.
- K. Trolling: To make a deliberately offensive or provocative online post with the aim of upsetting someone or eliciting an angry response from them.

**BACKGROUND:**

Social media uses web-based technologies that are accessible and able to transform people from content users to content producers. The social media technologies currently utilized by NACM are Twitter, Facebook, LinkedIn, Instagram and YouTube.

**Twitter**

Twitter is a free social networking microblogging service allowing registered members to broadcast short posts called tweets. 'Tweets' are limited to 140-character messages posted to the author's page and delivered to their 'followers'. Users can restrict access or allow open access. To connect tweets to a general topic, members can add hashtags to a key word in their posting. Unlike Instant Messaging that disappear when the user closes the application, tweets are also posted on the Twitter website. They are permanent, they are searchable, and they are public.



## **Facebook**

Facebook is a free social networking website allowing registered users to create profiles, upload photos and videos, broadcast live video, and send messages to keep in touch with friends through networks based on demographics, schools, workplace or interests and share messages, photos, and other content. Users can restrict access or allow open access. Facebook also allows users to create groups around common interests that can be joined by both members and non-members. These groups can be used for discussion on specific topics or relaying information about current events through its discussion boards, recent news and other content portals.

## **LinkedIn**

LinkedIn is a social networking site designed specifically for the business community allowing registered members to establish and document networks of people they know and trust professionally. A member can establish connections with someone he has worked with, knows professionally or has gone to school with. A member's profile page emphasizes skills, employment and education history, and has professional network news feeds. LinkedIn also allows members to form groups based on any common interest which allows connections on a more personal basis.

## **Instagram**

Instagram is a free photo sharing application and social network platform. Users can edit and upload photos and short videos and broadcast live videos. Users can also add captions to their posts and use hashtags to make the posts searchable. Users also have the option of making their profile private so that only their followers can view their posts. Similar to other applications, users can like, comment and bookmark friends' posts. Free business accounts are offered including access to free engagement and impression metrics.

## **YouTube**

YouTube is a popular video sharing website where registered users can upload and share videos with anyone able to access the site. These videos can also be embedded and shared on other sites.

## **SOCIAL MEDIA POLICY:**

1. NACM will place appropriate messages and information online using social media outlets.
2. NACM members shall comply with the NACM Code of Conduct when placing or commenting on content on NACM social media sites.
3. NACM will maintain organizational groups and accounts within the various social media platforms that are the responsibility of the communications committee.
4. The NACM social media coordinator will act as the moderator for each social media tool under the oversight of the communications committee.
5. The Communications Committee will determine if certain postings should be made to the social media tools at specific intervals during the year related to news, information or conferences and will evaluate metrics on usage and effectiveness of each tool.

## **SOCIAL MEDIA GUIDELINES:**

1. There is no such thing as delete on the internet, so think before you post.
2. Carefully consider what should be posted for items where emotions may run high such as politics and religion.
3. Members should not post personal or confidential information about their court or the association.
4. Make sure your submitted posting is about your areas of expertise or you have done substantial research on the topic.
5. Just because something is online doesn't mean it's OK to copy it.
6. Be respectful and considerate of others when posting or replying. No trolling, troll baiting or flaming anyone.
7. Consider content that is open-ended and invites responses.
8. Share with followers the things we are learning and doing so others can learn from your experiences.
9. Pause. If you are about to publish something that makes you even the slightest bit uncomfortable, pause and review the guidelines before submitting it. Trust your instincts.
10. If you mess up, be the first to correct it and be clear what you've done to fix it. The Communications Committee can help you triage a bad comment or post.
11. Don't respond to offensive or negative posts, there's no winner in that game.



# National Association *for* Court Management

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12. Make sure your efforts to be transparent do not violate the State's privacy, confidentiality, and any applicable legal guidelines for external communication. All statements must be true and not misleading, and all claims must be substantiated and approved.

### PROCEDURES:

The Communications Committee is responsible for posting on social media sites through the use of a social media coordinator.

The social media coordinator will be responsible for adding certain appropriate content to their respective tool as well as encouraging other members to post information to their tool. This person may remove slanderous comments or postings from their tool after notifying the Chair of the Communications committee without prior approval; however, if a comment or posting isn't immediately identifiable as slanderous, the moderator will notify the Communications committee via email of the content for a committee decision on its removal.

Members wishing to have content posted on one or more social media tools should email the content to the social media coordinator for posting.

The social media coordinator will review the content for appropriateness and either post or inquire further with the requestor and the Chair if in doubt.

If members find inappropriate content or comments bring it to the attention of the social media coordinator.

### FORMS USED:

None.