



# National Association for Court Management

## Strengthening Court Professionals

### COMMUNICATIONS COMMITTEE

Thursday, ♥ February 14, 2019 - 4:00 P.M. ET ♥

Chair: Alyce Roberts Vice Chair: Frank Hardester

[Committee Page](#)

Join from your computer, tablet or smartphone: <https://global.gotomeeting.com/join/430760661>, or  
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### AGENDA

1. Welcome/Call to Order/Roll Call
2. Corrections (if necessary) and Approval of [January 10, 2019 Minutes](#)
3. Committee Member Spotlight – Matching Faces with Names and Voices



**Constance White**  
Court Administrator

The City of the Colony Municipal Court  
Texas

*Constance White, Court Administrator for The Colony Municipal Court (The Colony, TX). I have been in The Colony for almost two years, but have been in municipal government for almost 19 years. I have served on the Texas Court Clerks Association Board as a Director at Large, the Historian, Vendor Chair and have loved every minute of it. I have been a member of NACM since 2006 and this is the first year that I have jumped out of my comfort zone to become more active with NACM. I have worked for three other municipalities, in addition to teaching other clerks through the Texas Municipal Courts Education Center. I have enjoyed the conference call meetings and look forward to becoming more involved and meeting everyone. Thank you so much for inviting me and making me feel welcome. So excited to see what the future holds for me with the NACM organization.*



**Randall (Randy) Short**  
Disposition and Technology Manager  
Kansas City Municipal Division  
Kansas City, MO

*My background is far from that of a traditional judicial employee. I have a degree in Construction Technology and Finance with 30 years of customer service experience in retail building materials. In 2001, I made a career change and began working as a research analyst for a personal injury/product liability plaintiff's law firm. My tenure with that firm gave me the opportunity to gain knowledge of the justice system from the gallery side of the bench. In 2011, I took a position in the prosecutor's office with the City of Kansas City, Missouri which gave me exposure to the adjudication of criminal cases. And in 2013, I started in my current position further extending my understanding of the criminal justice system from the administrative side of the bench. ¶ The broad-brush description of my job duties would be Project Manager. Those duties include managing a team of great folks who are tasked with all things quality control related regarding the maintenance of accurate electronic records for all of the nearly 200,000 cases filed with our court each year. We act as the liaisons between court staff and the City of Kansas City, Missouri Information Technology Department as well as provide training and troubleshooting to all end users, from cashiers to judges, for the numerous software applications we utilize. And, even after the court converted to an electronic case management system in 2011 we are still constantly looking for more efficient ways to move our court towards being entirely paperless. ¶ I became a member of NACM in 2015 after working with the NCSC and Janet Cornell on a very educational and successful project to update our courts' docket structure. I attended my first annual conference that same year in Louisville, Kentucky and became very impressed with values and goals of NACM. ¶ My primary passion is to work towards making the world a better place by being the best person that I can be and by taking every opportunity before me to help wherever I can.*

4. Check out our new and ever-improving [Committee Roster](#).
5. Publications Updates
  - a. Court Manager, Editor Tasha Ruth
  - b. Court Express, Editor Jeffrey Tsunekawa
6. Social Media Update, Social Media Coordinator Kevin Lane  
[Draft NACM Social Media Policy for Review](#)
7. Website Update, Website Coordinator Jeffrey Tsunekawa
8. Website Review Update, Jeffrey
9. Podcasts Update, Peter Kiefer and Charleston Carter  
  
Podcast Logo Unveiling!
10. NACM 2020 Guide, President Paul DeLosh
11. Report from Little Rock: Board Meeting & Midyear Conference, Vice Chair Frank Hardester
  - a. 1<sup>st</sup> Quarter Webinar Topic
  - b. Proposed Podcast Policy and Podcast Topics
  - c. Proposed Records Management Policy
  - d. Conference
  - e. Other
12. Next Meeting: March 14, 2019 at 4:00 ET



## COMMUNICATIONS COMMITTEE

Thursday, January 10, 2019 - 4:00 P.M. ET

Chair: Alyce Roberts Vice Chair: Frank Hardester

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### January 10, 2019 Minutes for Review

1. Welcome/Call to Order/Roll Call

Carlene Redmond	Charleston Carter	Constance White
Danielle Rosete	Janet Cornell	Janet Reid
Jeffrey Tsunekawa	Joe Fazari	Kathy Griffin
Kevin Lane	Maria Elena Arvizo-Knight	Paul DeLosh
Peter Kiefer	Phil Knox	Rick Pierce
Tasha Ruth	Tina Mattison	Steve Thomas
Vicky Carlson	Will Simmons	

For those who were unable to join the call because the meeting was locked (Dorothy Howell), I apologize that you were unable to participate. We missed you! Please let me know if you have any questions about the meeting and if there are any topics you would like to revisit at the next meeting.

2. Meeting minutes for the December 13, 2018 were approved.

3. Committee Member Spotlight – Matching Faces with Names and Voices



*As a passionate child advocate with a master’s degree in public administration, one of the reasons I entered and remain in the juvenile justice arena is to empower children and families while also serving the court. I’ve worked in a juvenile court since 2003 and became a member of NACM in 2016. In addition to the Communications Committee, I also serve on the Conference Development Committee, attending my first NACM conference last summer. During the conference, I enjoyed learning about new innovations and meeting colleagues from various courts. I look forward to meeting all committee members in person at the next conference.*

**Carlene Redmond**

Court Program Administrator  
Juvenile Court of Cobb County, GA



**Johnny Tse**  
Court Administrator  
Buckeye Municipal Court, AZ

*Johnny Tse is the Court Administrator for the Buckeye Municipal Court (Buckeye, AZ). He has been working at the Buckeye Municipal Court since 2015. Johnny also serves on the NACM Communications Committee, the Arizona Supreme Court Judicial Staff Education Committee, and the Defensive Driving School Board. Prior to his current position, he worked at the Pinal County Superior Court (Florence, AZ), Mohave County Superior Court (Kingman, AZ), Flagstaff Municipal Court (Flagstaff, AZ), and the Maricopa County Justice Courts (Phoenix, AZ). He is a Fellow of the Institute for Court Management.*

#### 4. Publications Updates

##### a. Court Manager, Editor Tasha Ruth

Tasha thanked all on the call who have submitted articles for the *Court Manager*.

Copy deadline for Spring issue is January 11; magazine will post March 29.

Copy deadline for the Summer issue is March 22; magazine will post June 7.

##### b. Court Express, Editor Jeffrey Tsunekawa

Jeffrey shared that distribution of the February issue will be delayed pending the annual conference website going live. He will include an announcement about the annual conference with a link to the annual conference website. Copy deadline for the February issue is February 8.

Copy deadline for the May issue is May 3; distribution date is May 23.

#### 5. Plain Language Guide Launch, Plain Language Guide Co-chair Alyce Roberts

Alyce shared that NACM released the Plain Language Guide on January 10. Abhijeet Chavan, a member of the Plain Language Guide Subcommittee, retweeted NACM's tweet about the guide during a Legal Services Corporation (LSC) Conference that he was attending. [Post meeting note: As of January 21, 2019, Abhijeet's retweet has been viewed nearly 3000 times.]

Alyce expressed appreciation for the members of the Plain Language Guide Subcommittee noting that the members of this subcommittee are incredibly talented and dedicated to improving access to justice using plain language. She also expressed appreciation to Janet Reid and Chuck Campbell from the NCSC as they reviewed the guide and prepared the guide webpage and bookstore in short order so that NACM could announce release of the guide during the LSC conference. By doing so, Abhijeet was able to retweet the announcement and thereby greatly increase exposure to NACM and the guide.

Frank commented that the Plain Language Guide and the Joint Technology Committee's report on social media are two items that are great examples of why I love being a member of NACM. They are a tremendous resource. "These are the types of things that make us look good. It's a good starting point as you are looking at your forms and website...the Plain Language Guide is an excellent tool."

6. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reminded all that during the last call we talked about NACM, from the NACM Facebook page, liking other court's Facebook pages throughout the country. NACM is now linked together with other courts. Kevin asks that if anyone notices a court he missed, please let him know.

At Frank's request and with the committee's support, Kevin pinned a disclaimer to the top of NACM's Facebook page.

Kevin shared that he learned that NACM has a Flickr account while reading the Court Express. He learned from Janet that the Flickr photo gallery feeds NACM's conference page. Kevin mentioned that he plans to come up with a list of NACM's social media accounts that identifies the owners of the accounts. This way, the information will not be lost as people retire and move on.

Kevin has not yet opened an Instagram account for NACM but will do so.

Kevin is still awaiting comments from subcommittee members on his draft of NACM's Social Media Policy.

Alyce reminded members that during the last call, Roger Rand asked how court professionals should engage in social media while maintaining appropriate or desired boundaries between their professional and personal lives. During that call, Paul informed members of NACM's plan to collaborate with the Conference of Court Public Information Officers (CCPIO) noting that it would be great to address this issue in an update of NACM's *Social Media Mini Guide*, last updated in 2010. Paul shared that the current CCPIO president, Leah Gurowitz, is very receptive to collaborating with NACM. Paul brainstormed several ideas with Leah including having a representative from the CCPIO speak at a NACM conference. The CCPIO submitted a session proposal and are now on the conference agenda. NACM is hoping that the CCPIO will collaborate with NACM to update its social media guide and to develop resource materials for court personnel who do not have the formal title of a public information officer but who must serve in this role. The CCPIO is very excited about this. Paul shared that he is waiting to hear back from Leah and that he hopes to have a better course of action to share on the next call.

7. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey shared that there are no significant updates. Jeffrey and Janet are currently preparing to get a lot of information on the website for NACM's midyear conference.

They will also be posting information about all of the awards NACM usually gives out during the annual conference.

Documents about board candidacy have already been posted.

8. Website Review Update, Alyce

Alyce shared that she sent to members of the Website Review Subcommittee, a website review document asking that members look for the various website content listed on the document, noting their experience in locating it both from their own perspective and that of a new visitor to the website. The goal of NACM is to ensure that members and non-members can easily and quickly find content of interest. Once the review documents are submitted, Janet and Jeffrey will go over them and will identify and implement any recommendations that are possible and appropriate.

9. Podcasts Update, Peter Kiefer and Charleston Carter

Peter shared that he and Charleston have been making a lot of progress preparing for NACM's first podcast thanks to Ellen Hancock and Amy Scott who agreed to be guest on the podcast. Both Ellen and Amy experienced Hurricane Florence and are prepared to share what worked and what did not work. Peter has a GoToMeeting conference call set up with them for next Tuesday at 9:00 a.m. After the first podcast is done and completely ready, will look to doing a podcast with Allen Carlson about artificial intelligence. Peter also shared that Rick Pierce had volunteered to co-host a podcast show, noting that this is one that he hopes Rick will be able co-host. Peter shared that he has been working with Libsyn, a podcast upload and hosting service, and he learned that he has to develop what is called a podcast url slug. He is also working on Audacity to create background music.

Peter shared his experience watching the Professional Conference Managers Association's Live Interviews. These interviews occur in between conference sessions. The PCMA also broadcasts several of their plenary events. Peter noted that they had a section set off from the main lobby where a host quizzed individuals about leadership and conference management. "It's a platform we could aspire to." It looked like they had about four cameras running during the interview. Both Peter and Alyce shared that Peter, Charleston, and Alyce have been considering the possibility of NACM podcasting live from Vegas.

10. [Joint Technology Committee Resource Bulletin – Social Media Marketing for Courts](#), Jeffrey Tsunekawa

Jeffrey shared that the JTC was established by NACM, COSCA, and the NCSC. Individuals from these organizations and CITOC meet in person twice a year and by conference call twice a year. The JTC just released its resource bulleting *Social Media Marketing for Courts*. The bulletin gives an overview of social mediums; talks about social media tools and how courts can best use them; highlights the pros and cons of using social media; provides things to consider that courts might not otherwise consider; provides information on creating social media accounts; and advice on how to or how not to respond to comments from the public. The bulletin includes an

example from the U.S. Navy that is really great. The bulletin is a free publication and Jeffrey encourages everyone to feel free to pass it on to colleagues.

11. Reminder: NACM's Midyear Conference – Little Rock, AR, February 10 – 12
12. Next Meeting: February 14, 2019 at 4:00 ET



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](#)
- [Joint Technology Committees Social Media Marketing Bulletin](#)

**DEFINITIONS AND ABBREVIATIONS:**

- 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.
- Bloggng: A website or application that contains information, comments, hyperlinks, videos, and photographs provided by the writer.
- Microblogging: Blogging done with severe space or size constraints typically by posting frequent brief messages.
- 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.
- Like: An option on all NACM social media accounts that can be selected to demonstrate positive feedback towards a post.
- Share: The ability for someone to use the Share button to copy another post on social media by posting the same content or transmit a hyperlink of the post using email, text or instant messaging platforms.
- Comment: An option on social media for people to express their thoughts on someone's post.
- Tweet: This is a posting on Twitter.
- Retweet: Same as "share", but exclusive to Twitter.
- Hashtag: acts as a searchable tag that describes some aspect of the contents of the posting. It is expressed as #keyword.
- Trolling: To make a deliberately offensive or provocative online post with the aim of upsetting someone or eliciting an angry response from them.
- Flaming: It is the act of posting offensive language or trading insults between followers.

**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](#), [Flickr](#) and [YouTube](#). The NACM Board will maintain the username and passwords to the various sites used by NACM.

**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 some Instant Messaging platforms that

disappear when the user closes the application, tweets are also posted on Twitter's 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, share messages, photos and other content and send messages to keep in touch with friends through networks based on demographics, schools, workplace or interests. 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 are reminded to 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 platform under the oversight of the Communications Committee.
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### **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 any content you submit for posting is about your areas of expertise or you have done substantial research on the topic.
5. Just because something is online does not mean it is 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 you 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 make a mistake, be the first to correct it and be clear what steps you took to fix the mistake. The Social Media Coordinator can help you triage a bad comment or post.
11. Do not respond to offensive or negative posts.
12. Do not violate any privacy, confidentiality and/or legal guidelines for external communications. All statements must be true and not misleading, and all claims must be substantiated and approved.

13. Occasionally typos will happen when creating posts or making comments. In some platforms you can make a simple correction, others require the posting to be deleted. Depending on the severity of the typo, this may help you determine which option you should take.

#### 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 NACM's social media platforms as well as encouraging other members to post information. This person may remove slanderous comments or postings from the platform after notifying the Chair of the Communications Committee without prior approval; however, if a comment or posting is not immediately identifiable as slanderous, the moderator will notify the Communications Committee Chair 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.