**National Association**

**for Court Management *Strengthening Court Professionals***

**Social Media Subcommittee Meeting Agenda**

Co-Chairs: Natalie Williams and Lillian Triplett

**August 17, 2023 @ 4 PM ET**

[**https://us06web.zoom.us/j/89620699522?pwd%3DbC9uYXhqR3RHQkowV2ZFN2gvMjM1dz09&sa=D&source=calendar&ust=1691588706319251&usg=AOvVaw1IitKQS9PQ1DGBIhLjbOL2**](https://us06web.zoom.us/j/89620699522?pwd%3DbC9uYXhqR3RHQkowV2ZFN2gvMjM1dz09&sa=D&source=calendar&ust=1691588706319251&usg=AOvVaw1IitKQS9PQ1DGBIhLjbOL2)

1. Review and Approval of minutes from June 1, 2023 (No July Meeting)
2. Welcome and Introductions
3. Overview of Social Media Subcommittee
4. Old Business/Standing Agenda Items
   1. Submission of Buffer/Canva pricing to Communication Chairs Update
   2. Status of SM lead for NSCS to speak with our subcommittee- Rachel McCarthy
   3. Upcoming events, webinars, community outreach/volunteer opportunities
      1. List of recognition events for the year- Completed and Approved by Board
   4. Status update of Hyperlink for social media icons on signature block, emails, court leader, etc.
   5. Social Media guidelines and formatting suggestions and discussion
      1. Currently under revision - Final submission must be made to the Board
   6. Social Media Analytics Updates
      1. Facebook
      2. LinkedIn
      3. Instagram
      4. Twitter
5. New Business
   1. Promoting NACM Core Champion Program via SM blasts (collaboration)
   2. Social Media Forms Request Link
      1. Lead time for posting request
      2. Review of form, any additional needs?
      3. Redirecting people to use the link
   3. LinkedIn:
      1. Groups (Members Only vs. Public)
      2. Page: How do we want to use page (holidays/webinars/all posts vs. all post on main LinkedIn Home page?)
   4. New Instagram Feed on Homepage
   5. Suggested Posts for remainder of *August*:
      1. Child Support Awareness Month (Optional)
      2. Court Leaders Advantage Podcast - completed.
      3. NACM Book Club -Blast by 8/28 needed

*September:*

* + 1. Court Leaders Advantage Podcast
    2. Constitution Day
    3. Labor Day
    4. Patriot Day (9/11)
    5. Attendance Awareness Month (Truancy)
    6. Hispanic Heritage Month
    7. International Translation Day (9/30) – optional post
  1. Non-NACM sponsored Webinars
  2. Sponsor recognition – rules/contracts
  3. Roles/Responsibilities:
     1. Secretary: Whitney Freese
     2. Social Media Coordinator: Rachel McCarthy
     3. Facebook: *Content Creator Needed*
     4. Instagram: Rachel McCarthy
     5. Linked In: Kim Alvarado
     6. Twitter: Kim Alvarado
     7. Youtube: Erin Carr
  4. Open Discussion

**Future Meeting Dates:**

Aug 17, 2023

Sep 21, 2023

Oct 19, 2023

Nov 16, 2023

Dec 21, 2023

Jan 18, 2024

Feb 15, 2024

Mar 21, 2024

Apr 18, 2024

May 16, 2024

Jun 20, 2024

**Thank you for your time and contribution to our subcommittee!**

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