



Social Media Subcommittee Meeting Agenda

Co-Chairs: Natalie Williams and Lillian Triplett

January 18, 2024 @ 4 PM ET

<https://us06web.zoom.us/j/89620699522?pwd%3Dbc9uYXhqR3RHQkowV2ZFN2gvMjM1dz09&sa=D&source=calendar&ust=1691588706319251&usg=AOvVaw1litKQS9PQ1DGBIhLjbOL2>

Attendees: Lillian Triplett, Zenell Brown, Rachel McCarthy, Whitney Freese, Dawn Palermo, Audrey Anger, Erin Carr, Heather Teeter, MiHa Kapaki

1. Review and Approval of minutes: No minutes, December meeting was canceled.
2. Old Business/Standing Agenda Items
 - a. Communications Committee Updates – **Dawn gives Communication Committee update.**
 - b. Upcoming events, conferences, webinars, community outreach/volunteer opportunities
 - i. Upcoming Mid-Year in Feb 2024 Updates needed for SM content
 - Who from SM is attending? **Zenell Brown, MiHa Kapaki, Cassie Bradshaw, Roger Rand and Dawn Palermo**
 - Sharing photos with Natalie/Lillian from Conference for SM – **Natalie and Lillian gave cell phone numbers for pictures to be provided during the conference.**
 - Know Before You Go Info for Attendees – **Dawn/Roger – On the App**
 - Speakers/Sessions/Bios for SM – **Dawn/Roger – On the App**
 - Special Events during conference to highlight for SM -**Dawn/Roger – On the App**
3. New Business
 - a. Scheduled Posts for the month of **January 2024:**
 - i. NACM Swag Design Contest – Rachel -Scheduled to post 2/7/24 (completed)
 - ii. International Holocaust Remembrance (Jan. 27th) - **Whitney Freese**
 - iii. Child-Centered Divorce Month (International) – **Whitney Freese**
 - iv. Human Trafficking Awareness Month- **Whitney Freese**
 - v. Court Leader’s Advantage Podcast - TBD – Natalie (completed) – **Comes out the 17th of each month.**
 - b. Posts needed for the month of February 2024:
 - i. Black History Month – **Lillian Triplett**
 - ii. World Day for Social Justice – **Need volunteer**
 - iii. President’s Day –Scheduled to post 2/19/24 -**Lillian Triplett** (completed)
 - iv. Court Leader’s Advantage Podcast – TBD -**Natalie Williams**

Open Discussion:

Roger Rand:

- c. Need conference attendees to follow the new social media links.
- d. Roger to discuss social media promotion during host orientation @ the Mid-Year Conference.

Special Guest: Heather Teeter – NCSC Social Media Manager shared 2024 strategy.

- e. Discussed new algorithms: better engagement by replying and commenting on posts.
- f. LinkedIn most engaging platform for NCSC.

g. Terms of Use Policy discussed.

Future Meeting Dates

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!