



## Social Media Subcommittee Meeting Agenda

Co-Chairs: Natalie Williams and Lillian Triplett

October 19, 2023 @ 4 PM ET

<https://us06web.zoom.us/j/89620699522?pwd%3DdbC9uYXhqR3RHQkowV2ZFN2gvMjM1dz09&sa=D&source=calendar&ust=1691588706319251&usg=AOvVaw1litKQS9PQ1DGBIhLjbOL2>

Attendees: Whitney Freese, Lillian Triplett, Rachel McCarthy, Kent Pankey, Dawn Palermo, Zenell Brown, MiHa Kapaki

1. Review and Approval of minutes from September 21, 2023 - **Approved**
2. Old Business/Standing Agenda Items
  - a. Heather Teter from NCSC Social Media- Presentation (**New Date: 11/16/23**)- Rachel McCarthy & Lillian Triplett
  - b. Upcoming events, conferences, webinars, community outreach/volunteer opportunities
    - i. Any updates from recent board visit to New Orleans – Dawn
      - **The question about social media for sponsored webinars – Board decided not going to do it.**
    - ii. Content for Upcoming Mid-Year in Feb 2024/Annual July 2024 – Request for content from Lillian from past conferences.
3. Social Media Analytics Updates

Facebook	Instagram	X (formerly Twitter)	LinkedIn
7 posts	7 posts	7 tweets	130 profile views
8 new followers 1285 total followers	7 new followers 259 total followers	331 tweet impressions	39 post impressions
446 post engagement	125 reaches	0 new followers 708 total followers	11 search appearance
87 page visits	18 page visits	2 retweet	986 total connections
1088 post reaches		1570 total posts	1029 total followers
5 shares			
193 reactions			
84 photo views			
		*site missing data due to updating	

4. New Business
  - a. Social Media Requests via the website link – **No e-mail please.**
  - b. Sponsors’ Posts – **To be post-ready by Sponsors.**
  - c. Testimonial Videos – **Release dates: November 3<sup>rd</sup>, December 1<sup>st</sup>, January 12<sup>th</sup>, February 1.**
  - d. Suggested Posts for remainder of **October:**
    - i. Domestic Violence Awareness (MiHa is drafting)
    - ii. Guardianship Awareness Month
    - iii. Work and Family Month
    - iv. Diversity Awareness Month – **To ask Diversity committee members.**
    - v. Bullying Prevention Awareness Month – **optional post – Will not post**

e. Suggested Posts for **November:**

- i. Testimonial Video on benefits of NACM (November 3<sup>rd</sup>) - Natalie
- ii. World Adoption Day (November 9<sup>th</sup>, 2023) - Whitney
- iii. Veteran's Day (November 11<sup>th</sup>, 2023) - Rachel
- iv. American Indian and Alaska Native Heritage Month - MiHa
- v. Court Leaders Advantage Podcast for November -Natalie
- vi. Transgender Day of Remembrance (November 20<sup>th</sup>, 2023) - Rachel
- vii. Thanksgiving (November 23<sup>rd</sup>, 2023) - Whitney

5. Open Discussion

**Future Meeting Dates:**

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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