



Social Media Subcommittee Meeting Agenda

Co-Chairs: Natalie Williams and Lillian Triplett

November 16, 2023 @ 4 PM ET

<https://us06web.zoom.us/j/89620699522?pwd%3DbC9uYXhqR3RHQkowV2ZFN2gvMjM1dz09&sa=D&source=calendar&ust=1691588706319251&usg=AOvVaw1litKQS9PQ1DGBIhLjbol2>

1. Discussion and Q&A: Heather F. Teter from the National Center for State Courts, Online Engagement & Social Media Manager – **Unable to attend, will reschedule to December.**
2. Review and Approval of minutes from October 19, 2023 – **Approved**
3. Old Business/Standing Agenda Items
 - a. Upcoming events, conferences, webinars, community outreach/volunteer opportunities
 - i. Content/SM ideas for upcoming Mid-Year in Feb 2024/Annual July 2024
 - ii. Future “Know Before You Go” Posts – **Membership is working on, they want to do a webinar/video, PP. Creating videos that could be posted on Instagram via Reels, Youtube.**
 - b. Social Media Analytics Updates
 - i. Facebook
 - ii. LinkedIn
 - iii. Instagram
 - iv. X (formerly known as Twitter) -**Analytics continue to have missing information and are under revision due to webpage changes begin done with “X”.**
4. New Business
 - a. Suggested Posts for remainder of **November:**
 - i. American Indian and Alaska Native Heritage Month - MiHa
 - ii. Transgender Day of Remembrance (November 20th, 2023)- Rachel
 - iii. Court Leaders Advantage Podcast (November 21st, 2023) -Natalie
 - iv. Thanksgiving (November 23rd, 2023)- Whitney
 - v. NACM Group Membership Promo- Erin/Natalie
 - b. Suggested Post for the month of **December:**
 - i. NSA Court Security Training- Scheduled to post on 12/1/23
 - ii. Universal Human Rights Month – **Rachel**
 - iii. Court Leaders Advantage Podcast (December 2023) -Natalie
 - iv. Happy Holidays (December and includes New Years Day 1/1/24) -Kim
5. Open Discussion- **Rick and Dawn will send information about mid-year as it becomes available .**

Future Meeting Dates:

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!