



Social Media Subcommittee Meeting Minutes

Chair: Natalie Williams Co-Chair: Lillian Triplett

December 19, 2024 @ 4 PM ET

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<https://us06web.zoom.us/j/81620982047?pwd=Rygly3yjP5A0leijCkDur9RAvmUyoN.1>

[Meeting ID: 816 2098 2047](#)

[Passcode: 480752](#)

1. Old Business/Standing Agenda Items

- i. Communications Committee Updates – **Dawn** - Dawn to create flyer for 2/26/25 Court Security Guide webinar to post and will send blurb to Natalie about new editors Joe D’Amico and Jessica Humphries for social media spotlight. Dawn to also send photo and information for the court Operations Management webinar to Natalie.
- A. Upcoming events, conferences, webinars, community outreach/volunteer opportunities-
 - i. Mid-Year (Atlantic City) – Scholarship, Registration, and Sessions
 - Committee attendees taking photos during sessions/events – request for anyone attending the midyear conference to feel free to send any photos from the even to Natalie.
 - ii. Webinars
 - Core Operations Management on January 27, 2025 @3pm EST
 - Court Security Guide on February 26, 2025 @3pm EST
 - *Future Social Media Webinar* - Natalie and Roger discussed the potential for a webinar or breakout session on the topic of social media management, particularly in relation to managing content and dealing with spam or inappropriate links. Natalie discussed the number of ads and spam she encounters, and the need for vigilance in managing content. Roger suggested partnering with entities like CCPIO and NCSC to discuss how courts interface with the public through social media. Rachel added that some states do a better job of this than others. The idea of hosting a webinar or breakout session on this topic was left as a potential future action item.
- B. New Business
 - ii. **Concerns re: platforms declaring anything posted as fair game for Artificial Intelligence purposes (i.e. X)**– Natalie discussed the issue of social media platforms like LinkedIn and Meta collecting data from public posts. She mentioned that she had opted out of data sharing for their accounts, but was unsure how long this would last. Roger and Tina discussed the implications of this for their content, particularly their curriculum, which is freely available. They noted that their content is intended for public consumption and therefore may not be negatively impacted by this data collection.
 - iii. **Midyear early deadline extended** - Natalie will create post for midyear conference early registration deadline extension before 1/3/25.
 - iv. **Hosts** - Roger to edit and send call for hosts template for AC conference to Erin, copying Natalie

and Lillian.

- v. **Managing unauthorized social media accounts** - Roger expressed concern over the existence of unauthorized social media sites, such as a fake Multnomah County Courthouse Facebook page. Tina shared a similar experience in Pima County, where an employee's departure led to the loss of control over a social media account. Natalie and Lillian discussed the challenges of creating and managing official social media accounts, particularly due to Facebook's recent changes in verification and account creation policies. They agreed on the need for a legitimate and secure way to manage social media accounts for organizations.
 - vi. **Social Media Policies in Courts** - Roger and Natalie discussed the potential for a webinar on social media policies in the court system. They considered how social media could be used to keep in touch with the modern-day customer, such as notifying them when the court is closed. They also discussed the challenges of maintaining a personal and professional boundary on social media platforms, given strict codes of conduct. Roger mentioned a colleague who had created an alternative personality to circumvent these restrictions. The conversation ended with the suggestion that these topics should be explored further.
- C. Remaining scheduled posts needed for the month of **December 2024:**
- i. Early Registration Deadline for Mid-Year- **Natalie (Scheduled to post 12/20/24)**
 - ii. Happy Holidays from NACM – **Lillian (Scheduled to post 12/23/24)**
- D. Posts needed for **January 2025- Volunteers needed for:**
- i. New Years Day (1/1/25) – **Lillian (Scheduled to post 1/1/25)**
 - ii. Core Operations Management Webinar (need by 1/8/25) - **Natalie**
 - iii. Court Leaders Advantage Podcast – **Natalie**
 - iv. Martin Luther King Day (need before 1/20/25) - **Lillian**
 - v. International Holocaust Remembrance (need before 1/27/25) - **Natalie**
 - vi. Child-Centered Divorce Month (International-need before 1/10/25) -**Rachel**
 - vii. Human Trafficking Awareness (need before 1/15/25) - **Lillian**
- E. Posts needed for **February 2025- Volunteers needed for:**
- i. Mid-Year final posts/Need to Know (continuous posting until event) – **Natalie**
 - ii. Court Leaders Advantage Podcast – **Natalie**
 - iii. Black History Month (need by 2/1/25) - **Lillian**
 - iv. Court Security Guide Webinar (need by 2/2/25) - **Natalie**
 - v. World Day of Social Justice (need before 2/20/25)- **Rachel**
 - vi. President's Day (need before 2/17/25) - **Natalie**

2. Open Discussion

Future Meeting Dates

Feb 20, 2025 04:00 PM

Apr 17, 2025 04:00 PM

Jun 19, 2025 04:00 PM

Thank you for your time and contribution to our subcommittee!