



Social Media Subcommittee Meeting Agenda

Co-Chairs: Natalie Williams and Lillian Triplett

February 15, 2024 @ 4 PM ET

<https://us06web.zoom.us/j/89620699522?pwd%3DbC9uYXhqR3RHQkowV2ZFN2gvMjM1dz09&sa=D&source=calendar&ust=1691588706319251&usg=AOvVaw1litKQS9PQ1DGBIhLjBOL2>

Attendees: Natalie Williams, Lillian Triplett, Nathaniel Mingo, Cassie Bradshaw, MiHa Kapaki, Roger Rand and Erin Carr.

1. Review and Approval of minutes from 1/18/24 - *Approved*
2. Old Business/Standing Agenda Items
 - a. Communications Committee Updates – (February Meeting Canceled) – Dawn
 - *No additional update at this time.*
 - b. Upcoming events, conferences, webinars, community outreach/volunteer opportunities
 - i. Mid-Year 2024 Feedback
 - *Positive feedback overall, some issues regarding leaks in hotel due to strong rains/poor weather. Some really amazing sessions and moral boosting. Some recommendations of ways to better advertise and incorporate vendors at conferences, such as using the app to get information out to attendees. Great plenary on gender inclusion and follow up with breaking vases.*
 - ii. Recommendations re: Social Media Posts for Annual 2024
 - *Discussion about various posts to consider taking for social media outside presenters (i.e. food, after hour events, landscape, sculptures, surroundings, things of interest).*
3. New Business
 - a. Emails from NACM (iContact)
 - *Inquiry if any group members are having issues getting emails. No issues outside one isolated case and that will be looked into.*
 - b. JTC – Social Media Marketing for Courts Resource
 - *Great resource for some social media ideas and guidelines provide to the group.*
 - c. Remaining scheduled posts for the month of **February 2024:**
 - i. NACM Swag Design Contest – Posted 2/7/24 – Any submissions yet?
 - *Will repost again as contest end date gets closer as a reminder. One free item of swag as winner.*
 - ii. President’s Day – Lillian (scheduled to post on 2/19/24)
 - iii. World Day of Social Justice – Whitney/Rachel (scheduled to post 2/20/24)
 - iv. Court Leader’s Advantage Podcast – Natalie (scheduled to post on 2/20/24)
 - d. Posts needed for the month of **March 2024:**
 - i. International Day of Women Judges (March 10, 2024) - Natalie
 - ii. Women’s History Month – *Lillian will create*
 - iii. International Day for Elimination of Racial Discrimination (March 21, 2024) -*Optional post and does not need to be created*
 - iv. Court Leader’s Advantage Podcast – 3/19/24 to post - Natalie

v. Other: Court related, webinar posts, what NACM does, etc.

- *Discussion about other ideas for posts.*

4. Open Discussion

- *Conference videos are now up/recorded and good to view.*
- *Discussion regarding social media use guidelines (Dawn and Roger), will need to bring to the board meeting for review.*
- *Had slide with QR codes, but wasn't able to get that out at mid-year. Discussion regarding putting QR codes for social media on swag, shifts, cups and other simple signage on tables and throughout areas of the annual conference.*

Future Meeting Dates

Mar 21, 2024

Apr 18, 2024

May 16, 2024

Jun 20, 2024

Thank you for your time and contribution to our subcommittee!