



Social Media Subcommittee

March 30, 2023 @ 4:00 p.m. ET

Working Group Chair (Temp.): Natalie
Williams

Join from your computer, tablet, or smartphone: Zoom Social Media Subcommittee Meeting
<https://us06web.zoom.us/j/7103875466?pwd=RUpUcUdyT0lrEdKalhCNWFjQTgwZD09> or Dial

in: Find your local number Meeting ID: 710 387 5466

Passcode: 021675

Attendees: Natalie Williams, Roger Rand, Kent Pankey, Rachel V. McCarthy and Greg Lambard

Absent: Johnny Tse, Whitney Freese, Melinda Brooks and Erin Carr

1. Approval of the March 16, 2023 Minutes

Minutes were approved.

2. 2019 Social Media Policy

Discussed and asked that the group review the policy and provide any revisions, comments, or updates for the 4/20/23 meeting.

3. Social Media Subcommittee recruitment

Social media blast posted. Had some interest and people have reached out for additional information which was shared. Will continue recruitment efforts.

4. Status update of website change request

Roger confirmed the change request was turned in and the page has been created. The web team is working on revisions to the CORE webpage.

5. Action Item Review

a. List of standard events, webinars, community outreach/volunteer ops

Email out to Whitney, currently out of office, however, did respond and is working on the charity organization information content.

b. Update on current social media platforms

Progress is being made. We were able to refresh LinkedIn and submitted a request to delete the other older LinkedIn pages. We will put a notice on each platform to redirect traffic to the updated LinkedIn pages. Currently invites are being sent out to paid/active members. The group is welcome to share connection requests to others to join.

c. Email blast to announce updated sites

Will work on this and include links in the email to all the updates sites.

6. Court Express Announcement

Will contact Janet Cornell regarding a blurb for the court express about new social media subcommittee group and platforms.

7. Open discussion

Canva- discussion regarding request to the board for a paid membership to this design program. Will provide Greg with the break down of packages and prices to share with board for approval.

Content- discussion about other agencies' emails and material the group receives (i.e. webinars, conferences, podcasts, etc.) and sharing that with SM lead who will work to create additional social media posts.

Future Meeting dates:

April 20, 2023
May 4, 2023

May 18, 2023
June 1, 2023

Thank you for your time.