



Social Media Subcommittee

April 20, 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=RUplcUdyT0lreEdKalhCNWFiQTgwdz09> or Dial in:

Find your local number Meeting ID: 710 387 5466

Passcode: 021675

Recorded Session

Attendees: Whitney Freese, Greg Lambard, Rachel McCarthy, Kent Pankey, Erin Carr, Roger Rand, Johnny Tse, Natalie Williams

1. Approval of the March 30, 2023, Minutes:

- Minutes approved.

2. New Member Introductions:

- Lillian will be introduced at next meeting. Continued recruitment efforts ongoing.

3. 2019 Social Media Policy Review/Discussion:

- Subcommittee may send comments to Natalie via email regarding policy. Language surrounding policies and guidelines to be refreshed; substitute language requested to change the tone.
- Forms Used – None at this time, however discussed building and requiring a downloadable, fillable form (with image upload option) to request access to post on social media sites. Proposed Post should come to the committee already created.

Topic to be revisited at next meeting.

4. Action Item Review:

- Update on upcoming events, webinars, community outreach/volunteer opportunities.
This action item will continue to be a standing item to remind committee members to share information related to upcoming events.
- Email content to members regarding refreshed social media sites
Email to be narrowed down regarding refreshed social media sites. How do we want that email to look like before being sent out? Natalie to provide information about our intent with regards operational information, and what to watch out for with upcoming emails.
Natalie reached out to Janet regarding a blurb within the Court Express.
Melinda shared within Communications Meeting to watch out email regarding refreshed social media sites.
Natalie put messages on platforms about LinkedIn site being shifted.
- Court Express Announcement status update given.



5. Social Media Analytics Updates:

- Facebook
 - 1170 likes –
 - 72% - women
 - 29% - men
 - Reached 737 people in the last month.
 - 104 people actively back engaging in the last month.
- Instagram
 - 282 posts
 - 222 followers
 - Following 31
 - Reached 123 people in the last month.
- Twitter
 - Following 52
 - 693 followers
 - 1520 tweets
 - 94 likes
- LinkedIn
 - 357 new connections
 - 114 new views
 - 150 impressions of posts
 - 30 separate group page views; 22 of those are unique visitors (Since March 21st, 2023).
 - Group page: 47 followers; 55 different searches (150% rise within the last 7 days).
- Event page for Annual
 - 641 impressions
 - 6 reposts
 - 27 reactions
 - Highest reaction was group photo
 - Highest number of comments was on annual event.

Analytics can be broken out further if desired.



6. Social Media Lead and Backup Assignments:

- Natalie to share assignment recruitments within Court Express.
- Natalie as lead with Rachel backup for time being. Greg as a possible backup.
 - Natalie to touch base with Rachel and Greg.

7. Open discussion:

- On a monthly basis, committee will review upcoming dates the committee should be posting on platforms.
 - For May: Law Day and Mental Health Awareness
- Discussion held regarding memorial section on NACM site, platforms, and Court Express. Committee discussed appropriate sections in which information could be posted, along with comments surrounding the "In the news section" on the NACM webpage or announcement page; both sections need an update. At the annual conference, a slide could be added within the deck recognizing NACM who've past within the last year. A suggestion with the individual's name with hyperlink; redirecting to remembrance section was given. Committee to be mindful of posting wherever the family member feels appropriate. Committee could also solicit any information of passed NACM members on social media platforms. Similarly, posting information surrounding career/court moves of NACM members.
- Peter's Podcasts:
 - Should be 2 pages representing each brand:
 - 1 for Leadership Podcast from Peter's Company
 - 1 for the NACM Ethics Committee
 - "A Question of Ethics" should be on its own.
- Webinars are under Webinar Page under webinar link.
 - Could make them all look alike with the same look and feel?
- All committee pages lead with agenda and minutes rather than focusing on content. Agendas and minutes could be off to the side and the content should be highlighted and controlled. Ethics page was given to the group as an example. On May 1st, 2023, Roger requesting estimates for maintenance on the website. More hours for web support are needed.
- Website Meetings are on first Wednesdays. Natalie will try to attend.

Future Meetings Dates:

May 18, 2023
May 4, 2023
June 1, 2023



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