



**Social Media Subcommittee**

**May 4, 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

Attendees: Tricia Austin, Whitney Freese, Greg Lambard, Rachel McCarthy, Kent, Kim Alvarado, Erin Carr, Roger Rand, Rick Pierce, Johnny Tse, Natalie Williams

1. Approval of the April 20, 2023 Minutes
  - Approved
2. New Member Introductions – Lillian Triplett, Kim Alvarado & Tricia Austin
  - Lillian not present. Kim and Tricia introduced.
3. Action Item Review
  - Update on upcoming events, webinars, community outreach/volunteer opportunities
    - i. So long as the content is positive, Social Media posts are acceptable. List of yearly events still needs to be created as a guide. Natalie will draft a schedule for the rest of the year. To include NACM Conference updates.
  - Email content to members regarding refreshed social media sites
    - i. Natalie working on finalizing.
  - Court Express Announcement status update
    - i. Natalie reached out to Janet. Gave blurb on Social Media Committee/Site
  - 2019 Social Media Policy review/discussion (continued)
    - i. Not reviewed. Natalie to forward the 2019 Social Media Policy to newcomers.
  - Fillable forms used (update)
    - i. Erin and Roger creating a fillable form on the website from the committee page. The form would then go to an e-mail address. Roger shared mockup of form. Rick shared information regarding upcoming DEI event and how to share through NACM. Roger will send draft to Erin to have posted on the Social Committee Page.
  - Hyperlink change for LinkedIn icons website, emails, signature blocks
    - i. Natalie submitted form for the icon change. NACM CORE Champion, LinkedIn, Press Releases will have updated icons.



**4. Social Media Analytics Updates – Will update for May 18<sup>th</sup>.**

- Facebook
- Instagram
- Twitter
- LinkedIn

**5. Social Media Subcommittee positions and need:**

- Chair/Co-Chairs- (Natalie – interim)
- Secretary: Whitney Freese
- Social Media Coordinator -Natalie (Lead), Rachel (Backup)
  1. Facebook backup
  2. Instagram backup
  3. Twitter backup - Kim
  4. LinkedIn backup - Kim
  5. YouTube lead/backup - Erin
- NCSC – Invite them to a meeting to share their processes for sharing social media.
- Natalie will look at automatic send outs for social media content.
- Menus need to be updated to match, and to include all social media pages within the signature block.

**6. Open discussion**

- Kent shared information regarding speech-writing opportunity for the Annual NACM Conference.
- Form to be developed regarding a form for content creating for an event.
- Discussion held on upcoming desired projects for the committees.
- In the News Section is currently stagnant. Programming to change the title – Survey to be held to vote on proposed title.
- Distribution of QR codes at Annual Conference discussed.
- SWAG day discussed.

**Future Meeting dates:**

May 18, 2023  
June 1, 2023

**Thank you for your time.**