Social Media Subcommittee
June 1, 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=RUplcUdyT0lreEdKalhCNWFtIQTgwdz09 or Dial in: Find your local number Meeting ID: 710 387 5466
Passcode: 021675

Attendees: Rachel McCarthy, Rick Pierce, Erin Carr, Lillian Triplett, Whitney Freese, Kim Alvarado, Roger Rand, Natalie Williams, and Greg Lambard

1. Approval of the May 18, 2023 Minutes – Approved.
2. Action Item Review
   a. Update on upcoming events, webinars, community outreach/volunteer opportunities
      i. List of recognition events for the year- Final review needed –
         • Start focusing on Annual Conference posts.
         • Sent list of recognition to sub-committee members. Possibly look at DOJ’s list for reference.
         • January –
           • Standard: MLK Day, Holocaust Remembrance Day, Human Trafficking Awareness
           • Partial: Child-Centered Divorce Month
         • February –
           • Standard: Black History Month, World Day of Social Justice.
           • Partial: President’s Day
         • March –
           • Standard: Women’s History Month, International Day of Women’s Judges.
         • April –
           • Standard: Child Abusive Prevention Month, National Volunteer Month.
         • May –
           • Standard: Military (?), Public Safety, Asian American, Juror Appreciation Week, Recovery Treatment Month, Foster-Care
Month, Mental Health Awareness

- June –
  - Standard: Pride Month, Juneteenth, Racial Equality Month (?), World Day Against Child Labor (?), National Reunification Month,

- July –

- August –
  - Standard: Elder Justice in the Courts

- September –

- October –
  - Standard: Domestic Violence Awareness, Bullying Prevention Awareness Month (?), National Indigenous People’s Day, Diversity Awareness Month, Work & Family Month, Guardianship Awareness Month (?),

- November –

- December –
  - Standard: Human Rights Month, Happy Holidays,

*Natalie to get in front of the board by June 6th.*

b. Submission of Buffer/Canva pricing to Communication Chairs (Approval Update?) *Pricing to go to the board next week.*

c. Status update of Hyperlink for social media icons on signature block, emails, court leader, etc. (Erin) – *Erin has all link; to be sent to Roger. Roger to discuss links in the hyperlinks within the signature block.*

d. “In the News” survey status update (Roger and Erin) – *Roger sent to Natalie before the meeting. Natalie to review.*

e. Social Media guideline and formatting suggestions and discussion – *Work in Progress. Does not need to be ready by the 6th but needs to go before the board.*


g. Annual conference Communications table regarding social media role and responsibilities –
What do we want it to look like? Stickers with QR codes, links to Social Media, etc. Monitor with social feed is a possibly.

3. Social Media Analytics Updates:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reaches</th>
<th>Connections</th>
<th>Reaches</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>632</td>
<td>657</td>
<td>120</td>
<td>698</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>68</td>
<td>204</td>
<td>6</td>
<td>1,529</td>
</tr>
<tr>
<td>Instagram</td>
<td>8</td>
<td>663</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>1,179</td>
<td></td>
<td></td>
<td>50 Content Interactions</td>
</tr>
</tbody>
</table>

4. Social Media Subcommittee positions needed:
   a. Chair/Co-Chairs (still in need)
   b. Secretary: Whitney Freese
   c. Social Media Coordinator(s) - Natalie and Rachel
      i. Updates regarding:
         • Content for June
         • Consistent design format/branding for conferences, monthly reoccurring series, etc.

   1. Instagram: Rachel McCarthy
   2. Facebook: Lillian Triplett
   3. Twitter: Kim Alvarado
   4. LinkedIn: Kim Alvarado

5. Open discussion

Future Meeting dates:
July (TBD)

Thank you for your time.