



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=RUpUdyT0IreEdKalhCNWFiQTgwdz09> 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 –*
 - *Standard: Independence Day, American Disabilities Act Anniversary, National Pretrial, Probation, and Parole Supervision Week.*
- *August –*
 - *Standard: Elder Justice in the Courts*
- *September –*
 - *Standard: Constitution Day, Labor Day, Patriot Day, Truancy Month, International Translation Day.*
- *October –*
 - *Standard: Domestic Violence Awareness, Bullying Prevention Awareness Month (?), National Indigenous People’s Day, Diversity Awareness Month, Work & Family Month, Guardianship Awareness Month (?),*
- *November –*
 - *Standard: American Indian & Alaska Native Heritage Month, World Adoption Day, Veterans’ Day, Transgender Day of Remembrance (?), Thanksgiving*
- *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.***
- f. Annual conference social media blasts – ***Rachel and Natalie met regarding blasts. Group discussed Social Event.***
- 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 possibility.

3. Social Media Analytics Updates:

Facebook	LinkedIn	Instagram	Twitter
632 Reaches	657 Connections	120 Reaches	698 Followers
68 Page Visits	204 Views	6 Profile Visits	1,529 Total Tweets
8 New Page Likes	663 Followers	2 New Followers	
1,179 Total Likes		225 Total Followers	
9 New Followers		50 Content Interactions	
52 Content Interactions			

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.