



Social Media Subcommittee Meeting Minutes

Co-Chairs: Natalie Williams and Lillian Triplett

August 17, 2023 @ 4 PM ET

<https://us06web.zoom.us/j/89620699522?pwd%3DbC9uYXhqR3RHQkowV2ZFN2gvMjM1dz09&sa=D&source=calendar&ust=1691588706319251&usg=AOvVaw1litKQS9PQ1DGBIhLjbOL2>

1. Attendees: Natalie Williams, Lillian Triplett, Rachel McCarthy, Roger Rand, Creadell Webb, Audrey Anger, Dawn Palermo, Kim Alvarado, Erin Carr, MiHa Kapaki, Kara Hawkins
2. Review and Approval of minutes from June 1, 2023 (No July Meeting)
 - **Approved and seconded.**
3. Welcome and Introductions
4. Overview of Social Media Subcommittee
 - **Natalie Williams gave history of how we got here and why the social media committee was formed.**
5. Old Business/Standing Agenda Items
 - a. Submission of Buffer/Canva pricing to Communication Chairs Update
 - **Didn't need an extra 4th platform. We can schedule out multiple posts.**
 - **Did agree to purchase CANVA accounts. We purchased a team account with 5 people and Natalie has one. Members of this committee can join for free and make comments on and create content using free a free account.**
 - b. Status of SM lead for NSCS to speak with our subcommittee- Rachel McCarthy
 - **NCSC social media coordinator, Heather Teter, is willing to work with us and we can invite her to one of our upcoming meetings.**
 - **Natalie will send out an email requesting questions that we may ask her.**
 - c. Upcoming events, webinars, community outreach/volunteer opportunities
 - **List of recognition events for the year: Completed and Approved by Board**
 - d. Status update of Hyperlink for social media icons on signature block, emails, court leader, etc.
 - **Links on site all work**
 - **Roger will ask John Thomas to reduce the size of the signature block for board members**
 - e. Social Media guidelines and formatting suggestions and discussion
 - **Currently under revision - Final submission must be made to the Board**
 - f. Social Media Analytics Updates:

Facebook	Instagram	Twitter	LinkedIn
17 published posts	316 posts	12 tweets	247 Profile Views
1278 followers	31 following	1,526 Tweet impressions	279 Post Impressions
24 new likes	244 followers	506 Profile visits	23 search appearances

6 new followers	146 reaches	24 Mentions	
51 content interactions	63 page visits	7 New followers	
405 Page visits	18 new followers	52 following	
1,718 Post reach		707 followers	
4 Shares		1558 total Posts	
17 Photo views			

- g. Promoting NACM Core Champion Program via SM blasts (collaboration)
 - **Dawn will get Natalie some slides to use for posts**
- h. Social Media Forms Request Link
 - i. Lead time for posting request
 - **2 weeks is the consensus. Kim is going to send out the submission form with new updated instructions to the entire sub committee and we can all chime in with additional instructions or different wording.**
 - ii. Review of form, any additional needs?
 - iii. Redirecting people to use the link
 - i. LinkedIn:
 - i. Groups (Members Only vs. Public)
 - ii. Page: How do we want to use page (holidays/webinars/all posts vs. all post on main LinkedIn Home page?)
 - **Tabled**
 - j. New Instagram Feed on Homepage
 - i. We'd like to post conference photos, should we use Instagram?
 - **Instagram is for one or two photos not an album**
 - **Create space on site for photos**
 - k. Suggested Posts for remainder of *August*:
 - Child Support Awareness Month (Optional)
 - Court Leaders Advantage Podcast - completed.
 - NACM Book Club -Blast by 8/28 needed
 - **Roger to send file in Canva to Natalie and Lillian**
 - September:
 - ii. Court Leaders Advantage Podcast
 - iii. Constitution Day
 - iv. Labor Day
 - v. Patriot Day (9/11)
 - vi. Attendance Awareness Month (Truancy)
 - vii. Hispanic Heritage Month
 - viii. International Translation Day (9/30) – optional post
 - l. Non-NACM sponsored Webinars
 - **We need to acknowledge that it's sponsored by someone else**

- m. Sponsor recognition – rules/contracts
 - **NACM sponsors are obtained through NCSC and Stacy Smith is in charge of these sponsors. Each sponsor has a point system where various vendors have priority. The size and order of sponsors on posts is important.**
- n. Roles/Responsibilities:
 - i. Secretary: Whitney Freese
 - ii. Social Media Coordinator: Rachel McCarthy
 - iii. Facebook: Lillian will continue to post until we find a new content creator.
 - iv. Instagram: Rachel McCarthy
 - v. Linked In: Kim Alvarado
 - vi. Twitter: Kim Alvarado
 - Should we update the logo to X?
 - **Erin to talk to John Thomas about this.**
 - vii. Youtube: Erin Carr
- o. Open Discussion
 - i. Have we considered using Hootsuite? Discussion.
 - This allows people to post and move content between platforms
 - If we add more platforms there is a seamless transition
 - This is a paid site, no free version
 - Demo this product at next meeting.
 - ii. Sharing content on Canva
 - Give access to update/change/comment when you share content
 - The NACM colors and logos were uploaded to Canva

Future Meeting Dates:

Aug 17, 2023
Sep 21, 2023
Oct 19, 2023
Nov 16, 2023
Dec 21, 2023
Jan 18, 2024
Feb 15, 2024
Mar 21, 2024
Apr 18, 2024
May 16, 2024
Jun 20, 2024

Thank you for your time and contribution to our subcommittee!

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