

# Social Media for Bar Associations

California Lawyers Association, Bar Leaders Conference

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Full Korr Press

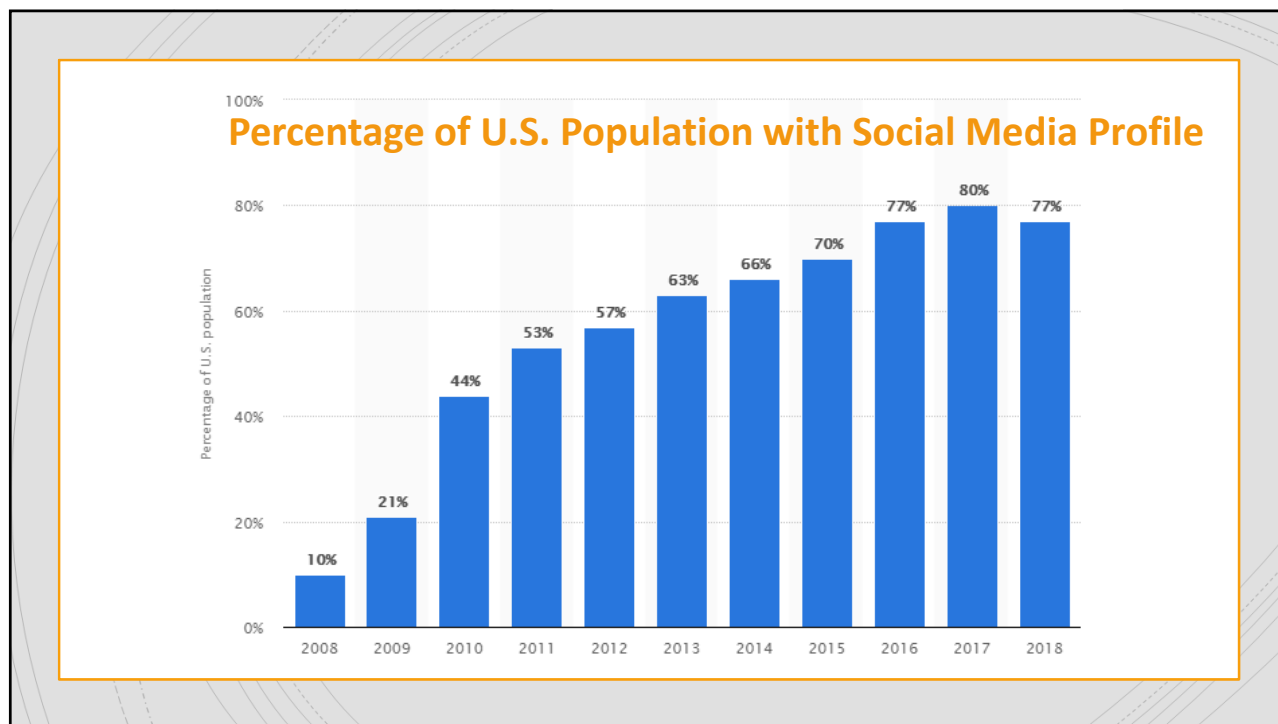
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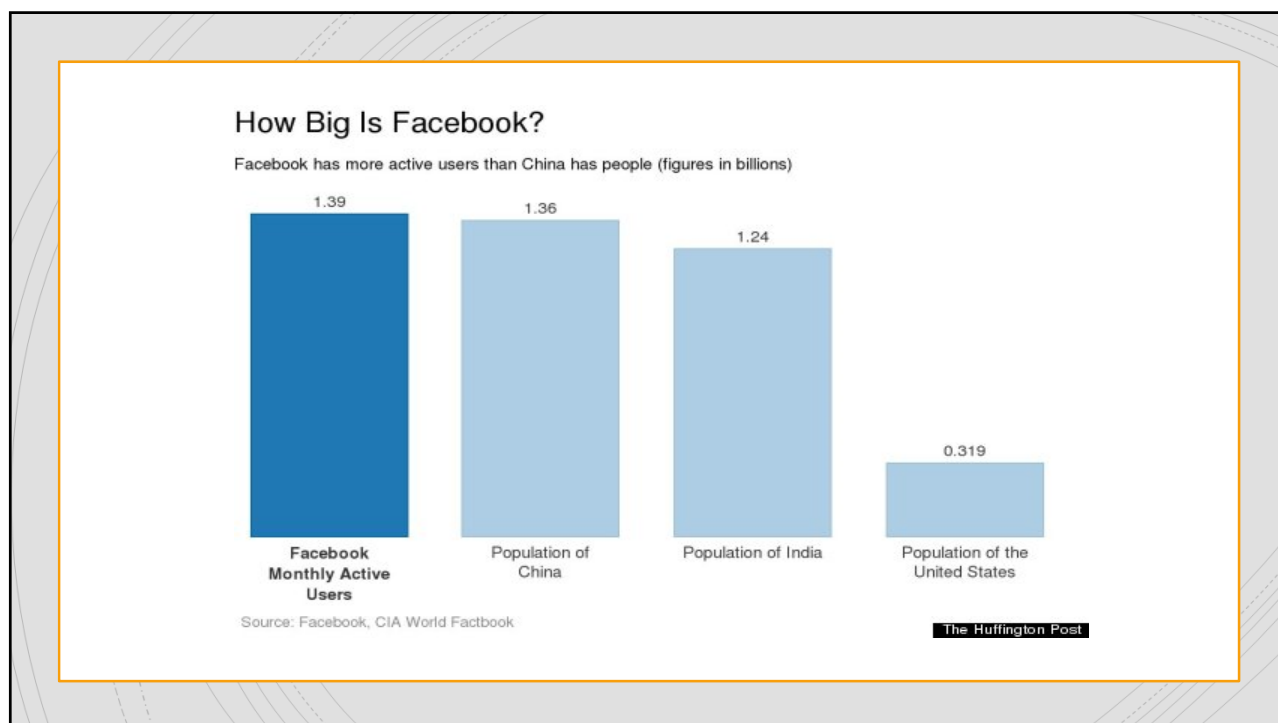
“We don’t have a choice on  
whether we DO social media, the  
question is how well we DO it.”

Erik Qualman, Socialnomics

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## Developing a Social Media Strategy

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### Social Media Goals

- **Curate information for our members/serve as filter.**
- **Show thought-leadership in particular areas.**
- **Connect to and engage with Members, Media and Community.**
- **Promote Bar Association Programs and Events.**
- **Reinforce brand/expand outreach.**

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## **Be Deliberate & Develop Guidelines That Support Goals**

i.e. Your Bar is not a news organization – other sources will cover some topics better, stick to our mission and try to add value.

### **Example:**

Fire breaks out in downtown office building, fire trucks approaching, chaos ensues.

Downtown fire displaces 5 law firms, client files all safe, attorneys temporarily working from @sdcountybar & other shared office space.

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## **What Goes Where? Social Media Strategy**

FACEBOOK	TWITTER	LINKED IN
Interest Group Meetings/Meet-Ups	SDL Technology Column	SDL Technology Column
Section and Committee News/Info	100% Club Tech Stories	100% Club Tech Stories
Networking Events	Other Tech Stories (inside or outside writers)	Other Tech Stories (inside or outside writers)
Community Service Projects	SDL Social Media Column	SDL Social Media Column
Special Member Events - i.e. Shred/Recycle	Additional SDL Articles	Additional SDL Articles
Bar Center Programs - Book Club, Ted Talks	Various Legal Ethics Columns	Various Legal Ethics Columns
Bar Center at 401 Amenities	Other Social Media Stories (inside or outside writers)	Other Social Media Stories (inside or outside writers)
SDCBA Signature Events	LRIS Panel Areas of Practice Info	Member Benefit Partner Articles
SDCBA Member Benefits	Asking for A Friend	Ethics in Brief
Signature Events Thank You Sponsors	SDL/FTR Build Your Practice Articles	Legal Ethics Column in SDL
	Existing FTR Articles	LEQ
	Member Benefit Partner Articles	FTR Legal Ethics Column
	Ethics in Brief	San Diego Lawyer - Why I Belong
	Legal Ethics Column in SDL	SDL Infographic
	LEQ	
	FTR Legal Ethics Column	
	Current Relevant News Topic and/or Trend Exploration	
	SDL Wellness Article	
	Bi-Weekly Business and Corporate Article	

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## When to Post on Facebook

- Weekdays between 10 a.m. and 3 p.m.
- Thursday at 1 p.m. and 2 p.m. have highest engagement.
- Saturdays and early mornings and evening have the lowest engagement.
- Current Facebook algorithm favors posts from friends and family over business pages (and favors links that keep users on Facebook).

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## When to Post on Twitter

- Everyday 10 a.m. to 12 p.m.
- Friday between 9-10 a.m. had highest engagement
- Sundays have the lowest engagement
- With only 280 characters, keep posts concise and shorten URLs to save space ([bitly.com](https://bitly.com)).

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## When to Post on LinkedIn

- Tuesday through Thursday
- Wednesday between 3-5 p.m. had highest engagement
- Friday through Monday have the lowest engagement

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## Where Does Your Content Go and When?

Technology						
SDL Technology Column	----->	SDL	----->	Blog	----->	Facebook/Twitter
100% Club Tech Stories	----->	Blog	----->	Daily Email Blast (Lexology) as Tuesday Tech Tip	----->	Twitter/Linked In
Other Tech Stories (inside or outside writers)	----->	Blog	----->	Daily Email Blast (Lexology) as Tuesday Tech Tip	----->	Twitter/Linked In
Social Media for Lawyers						
SDL Social Media Column	----->	SDL	----->	Blog	----->	Twitter/Linked In
Additional SDL Articles	----->	SDL	----->	Blog	----->	Twitter/Linked In
Various Legal Ethics Columns	----->	TWATB	----->	Twitter/Linked In	----->	Blog
Other Social Media Stories (inside or outside writers)	----->	Blog	----->	Daily Email Blast (Lexology) as Tuesday Tech Tip if necessary	----->	Twitter/Linked In
Basic Information on Different Areas of Law						
LRIS Panel Areas of Practice Info	----->	Website	----->	Blog	----->	LRIS Facebook/Twitter
Asking for A Friend (situational)	----->	FTR	----->	Blog	----->	SDCBA/Forum Facebook/Twitter
Law Practice Management (Build and Grow)						
Asking for A Friend	----->	FTR	----->	Daily Email Blast (Thursday)	----->	SDCBA/Forum Facebook/Twitter
Existing SDL Articles	----->	SDL	----->	Blog	----->	Twitter/Linked In
Existing FTR Articles	----->	FTR	----->	Blog	----->	Facebook/Twitter
Member Benefit Partners (Clio, LawPay)	----->	TWATB	----->	Daily Email Blast (Thursday)	----->	Twitter/Linked In
Outside Writer/Reporter	----->	Blog	----->	Daily Email Blast (Thursday)	----->	Facebook/Twitter/Linked In
Legal Ethics						
Ethics in Brief	----->	TWATB	----->	Daily Email Blast (Thursday)	----->	Blog
Legal Ethics Column in SDL	----->	SDL	----->	Twitter/Linked In	----->	Website Archive
LEQ	----->	E-blast	----->	Twitter/Linked In	----->	Website Archive
FTR Legal Ethics Column	----->	FTR	----->	Blog	----->	Forum Facebook/Twitter
Current Relevant News Topic and/or Trend Exploration						
Needed: Weekly Blog Post	----->	Blog	----->	Twitter/Linked In/Facebook	----->	Website Archive
Needed: Weekly News Roundup	----->	Daily Email Blast (Friday)	----->	Twitter/Linked In	----->	

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# #Hashtags

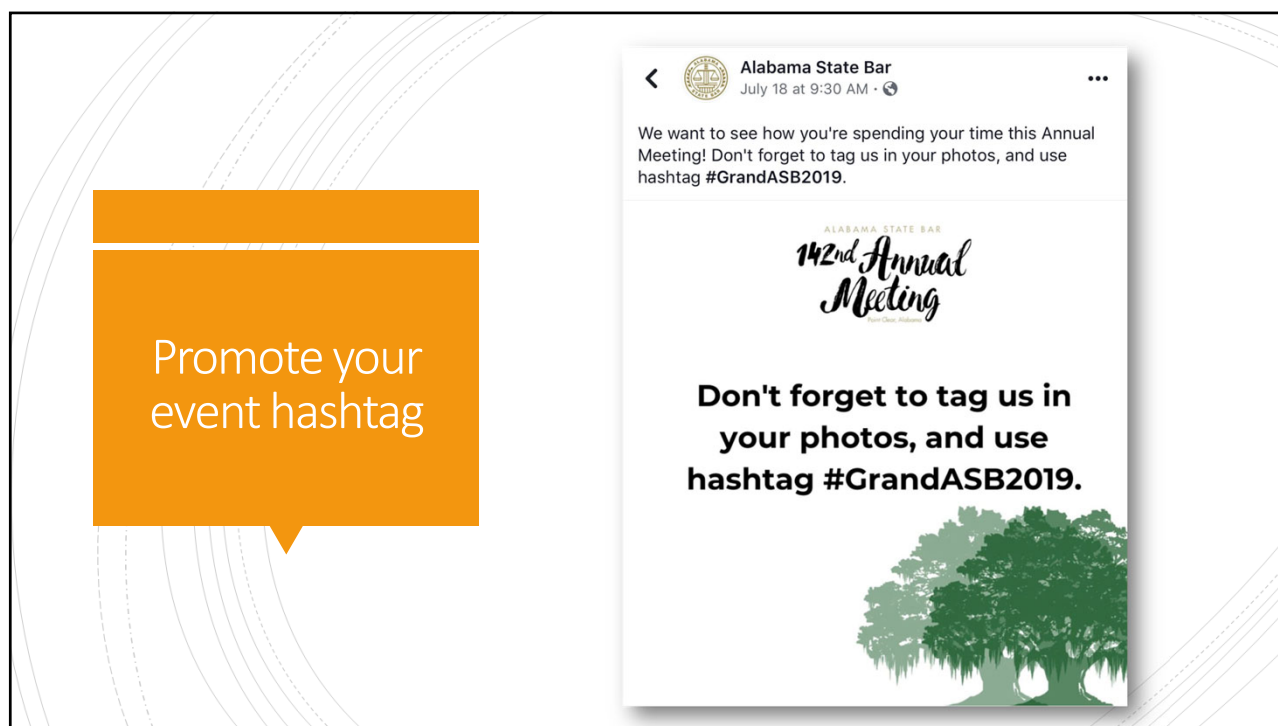
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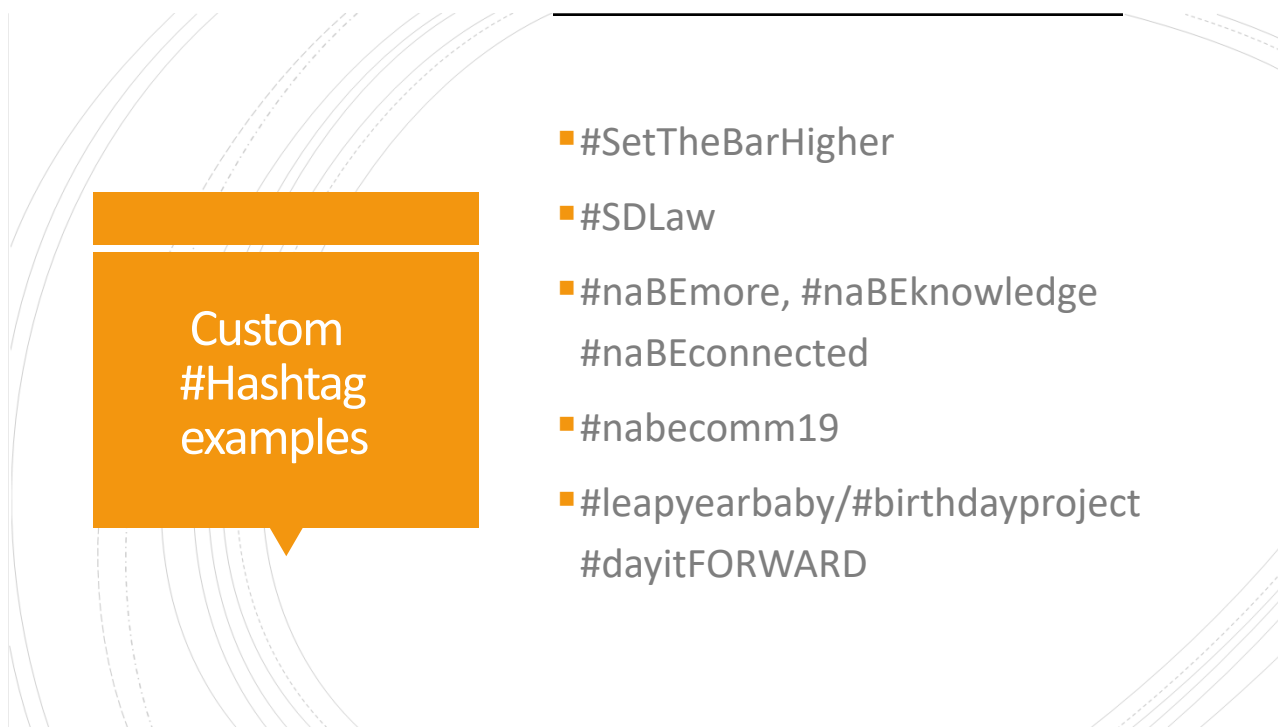
## Why use #hashtags?

- Sort the conversation
- Help people find you
- Make your posts searchable
- Ensure that you are part of the bigger conversation

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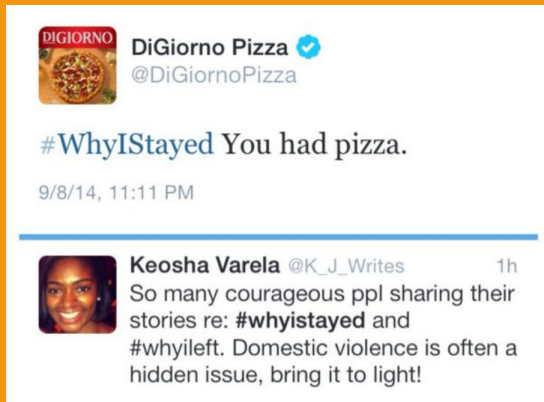
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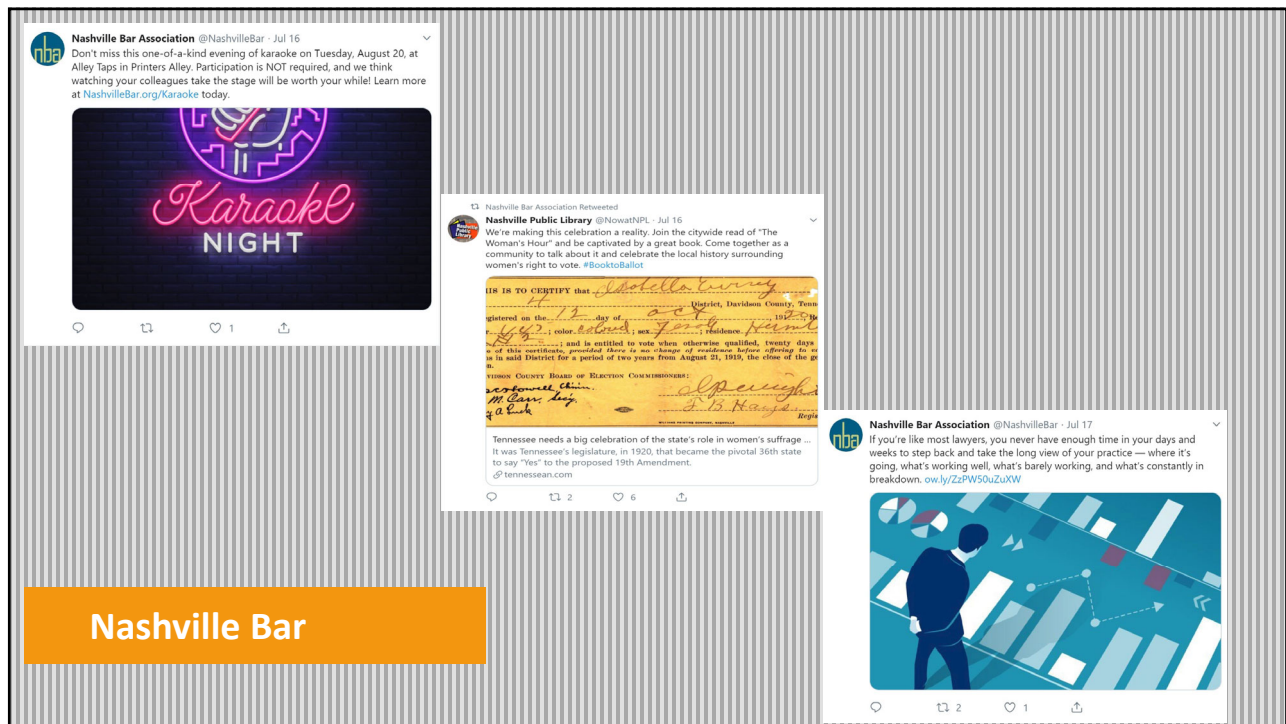
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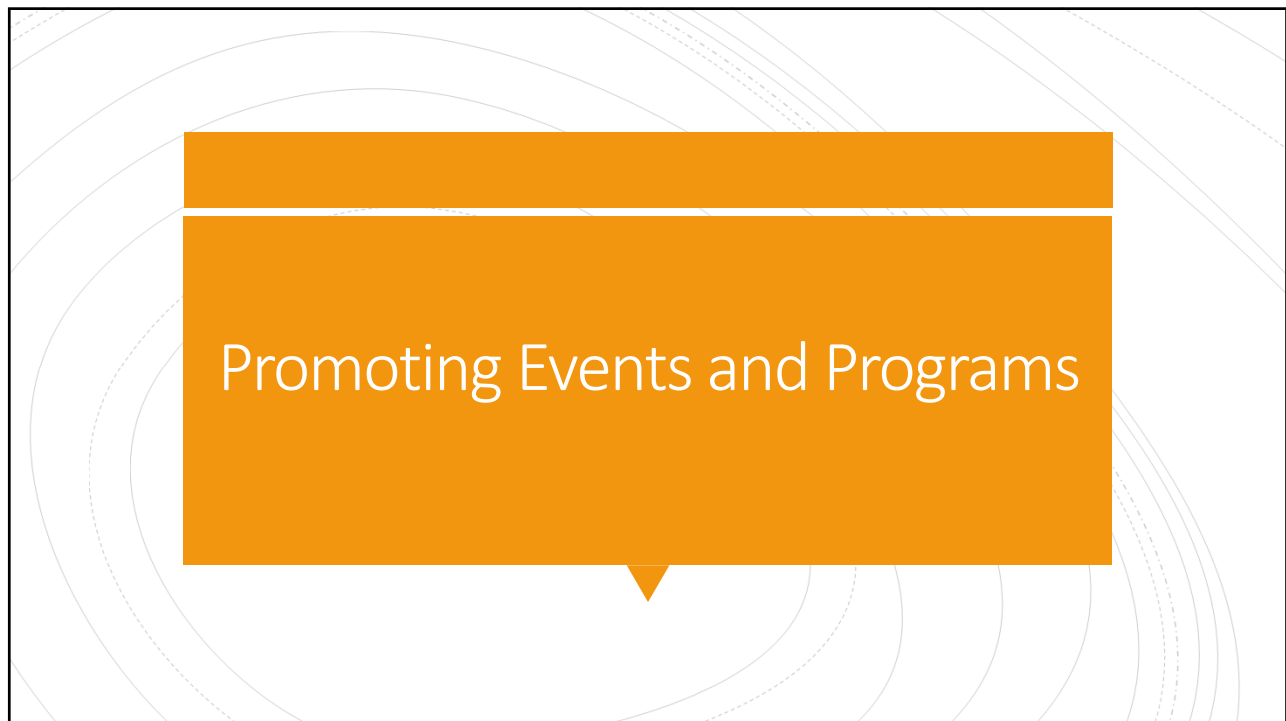
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Best of the Bars

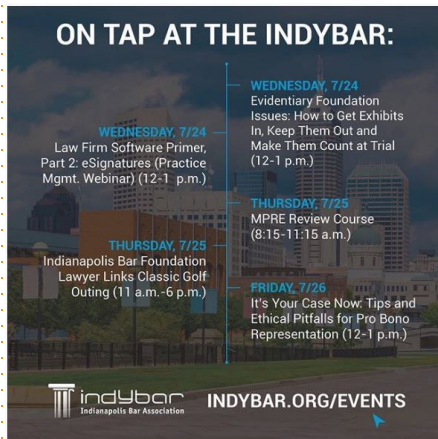
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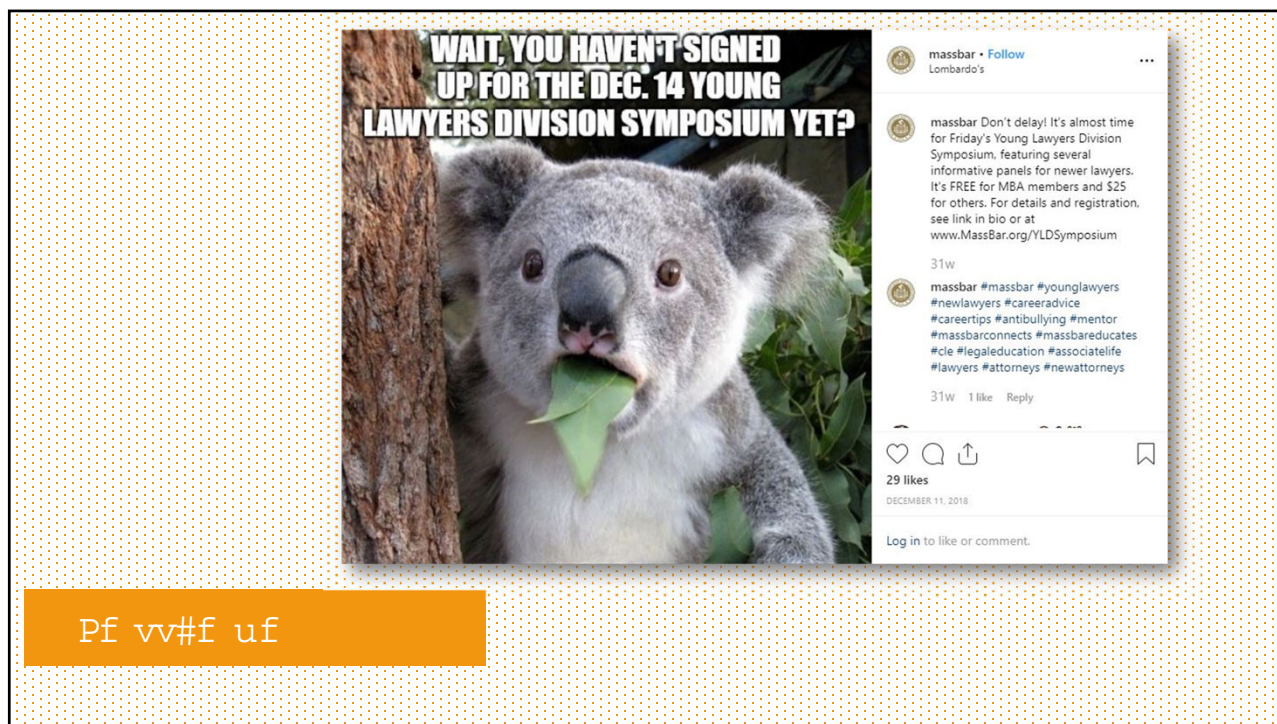
Indy/Knoxville

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Qhz #ruf#f h#f uf

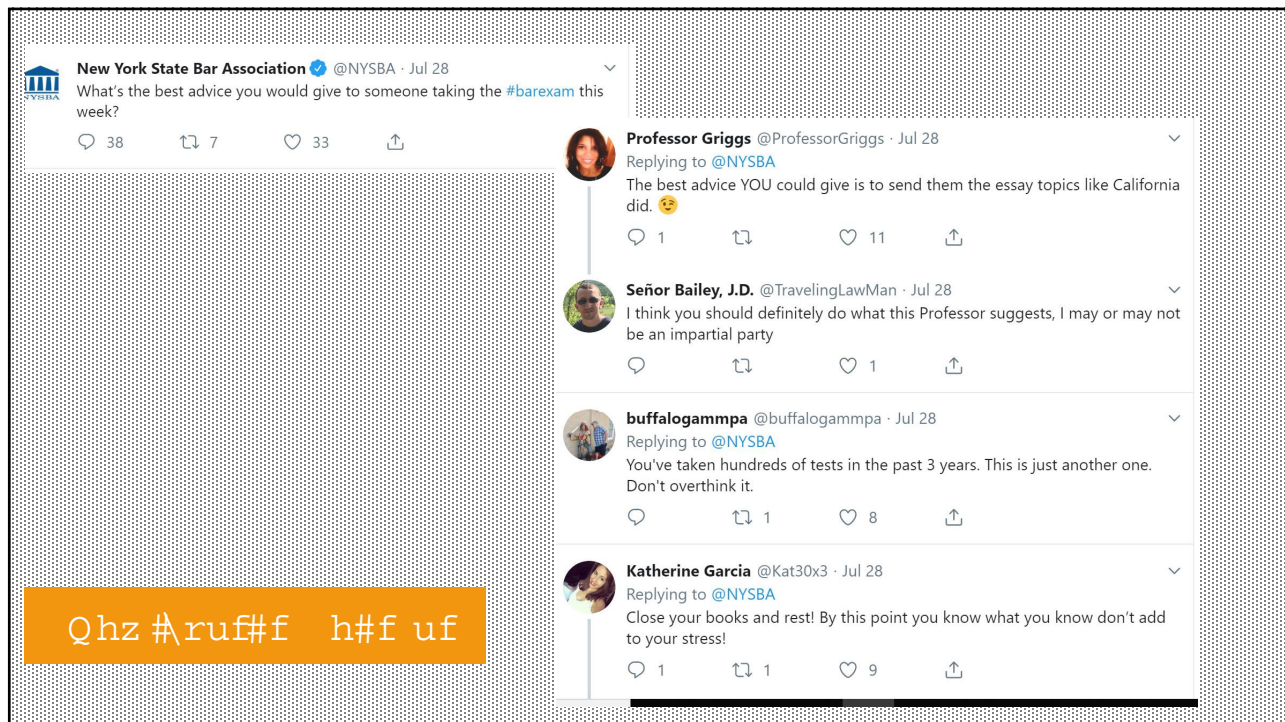
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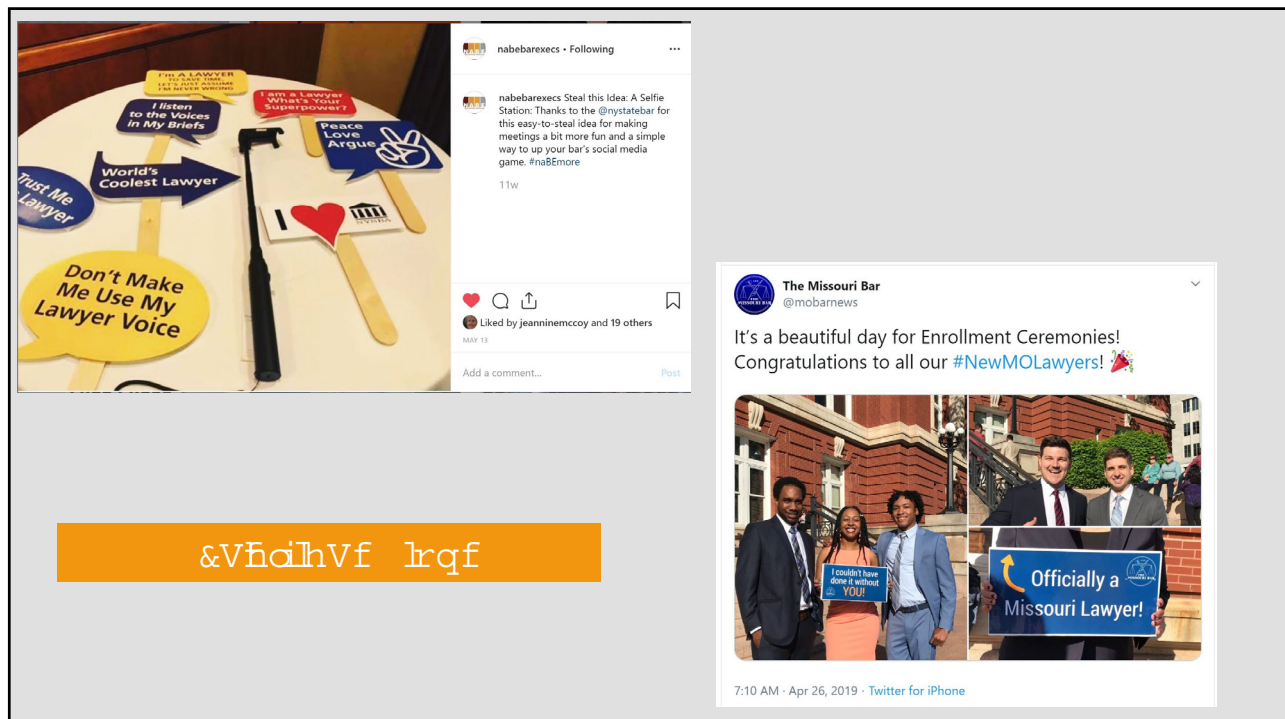
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## Highlighting Members

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**CYNTHIA Y. LEE**

EXCELLENCE AWARD  
FOR ADVANCING DIVERSITY & INCLUSION



Khqghs b#F rxqw| f



**MICHAEL BOULETTE**

EXCELLENCE AWARD  
FOR PROVIDING PRO BONO SERVICE



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**Idaho State Bar** @idahostatebar · Jun 27

In the News: Volunteer attorneys like David Wilson with the Idaho Volunteer Lawyers Program are helping victims of last year's tragedy navigate the legal ramifications of the disbursement of donated funds #LawyersServe | Watch the story from @CBS2Boise |



IRC to distribute remaining donation funds to Boise mass stabbing victims Sunday marks one year since a vicious attack shocked the community. Nine people were stabbed at a little girl's birthday party and that birthda...  
idahoNews.com

**Idaho State Bar**

**San Diego County Bar**



**San Diego County Bar**  
@sdcountybar

A great way to spend your lunch hour? Serving Seniors as part of our Bench/Bar Committee outreach at the Mary and Gary West Senior Center. Thank you to everyone who volunteered. #sdlaw #setthebarhigher



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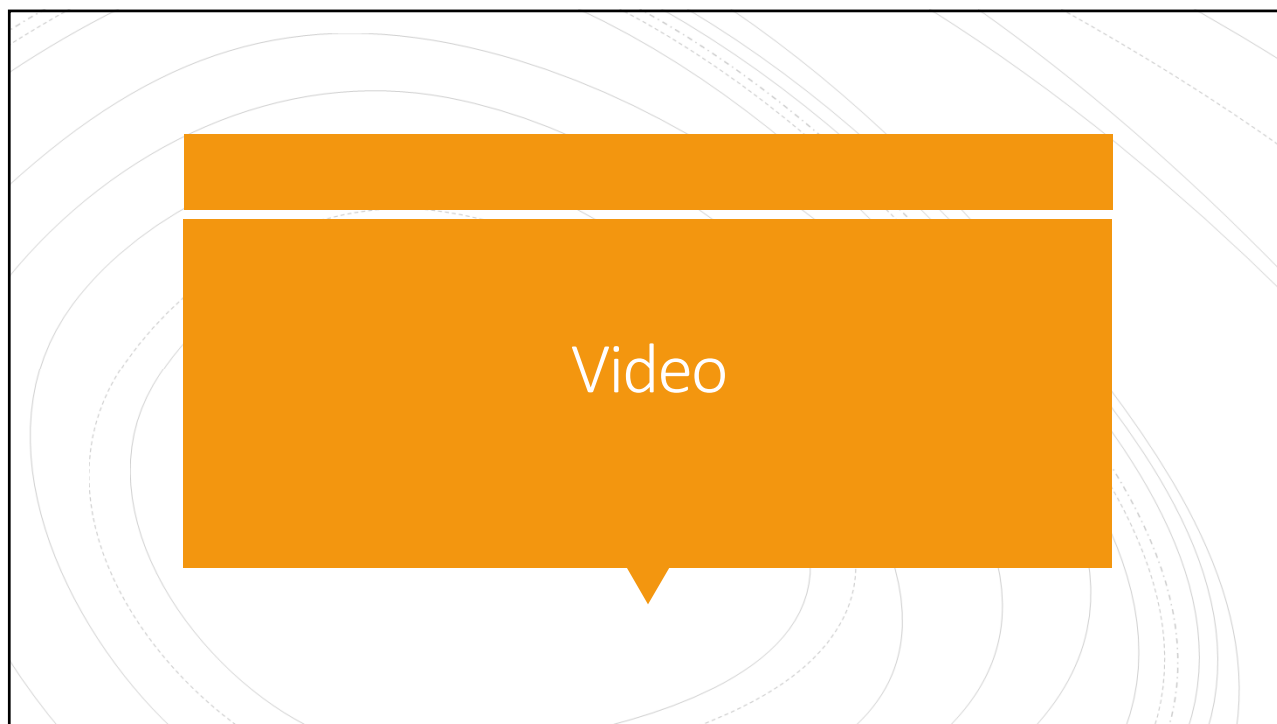
**State Bar of WI** @StateBarofWI · Jul 19

John Lund was a Chicago lawyer until something changed his life: He and his wife bought a cottage in Minocqua. Lund celebrates 50 years in the legal profession. Stories from the Class of 1969, [bit.ly/IT112f1](https://bit.ly/IT112f1).

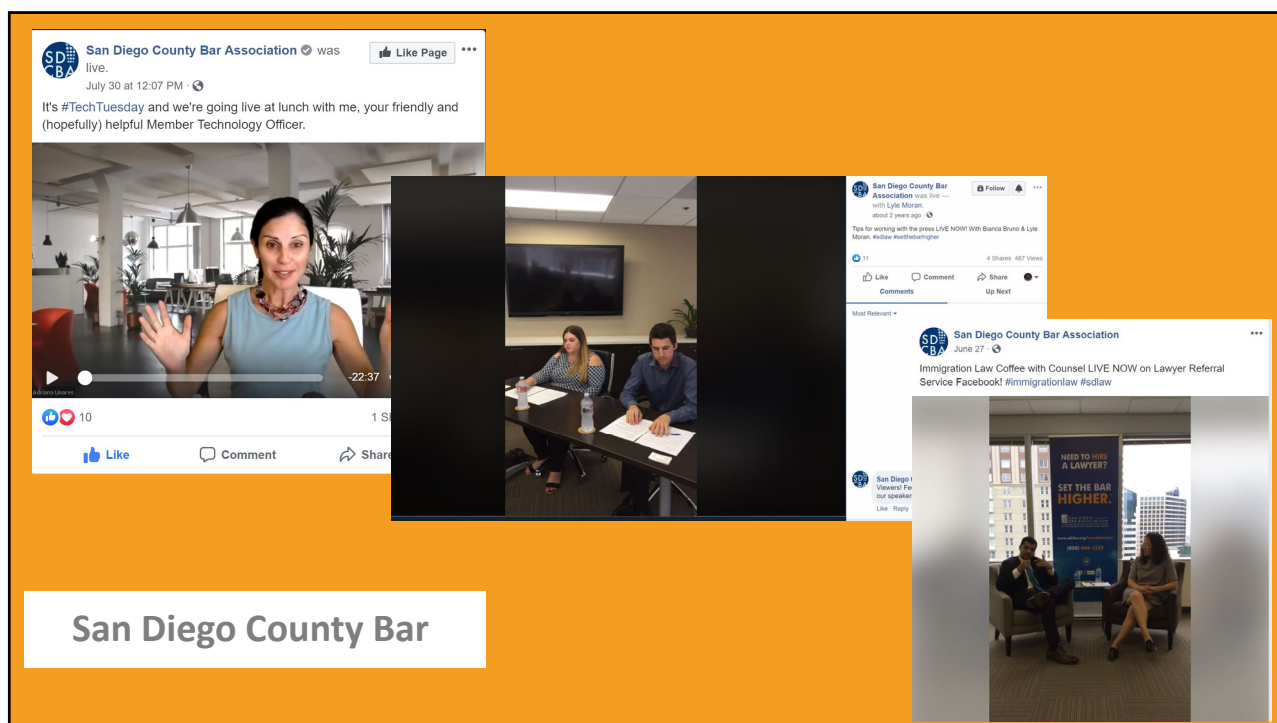


**Wisconsin Bar**

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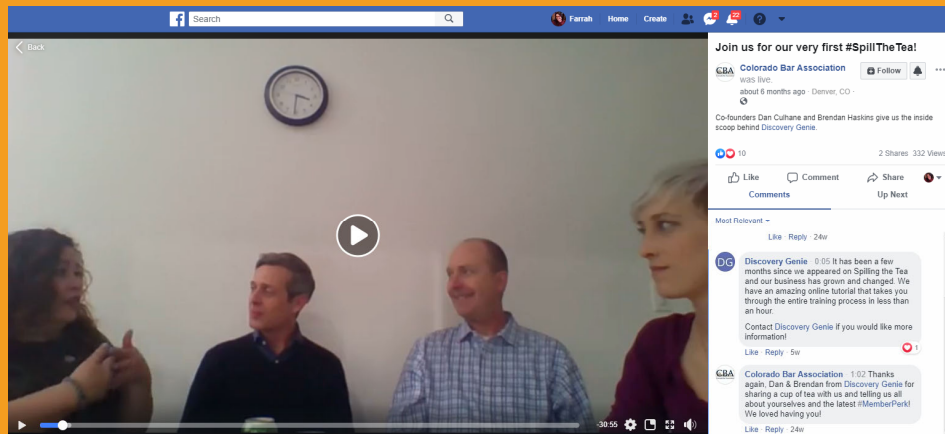


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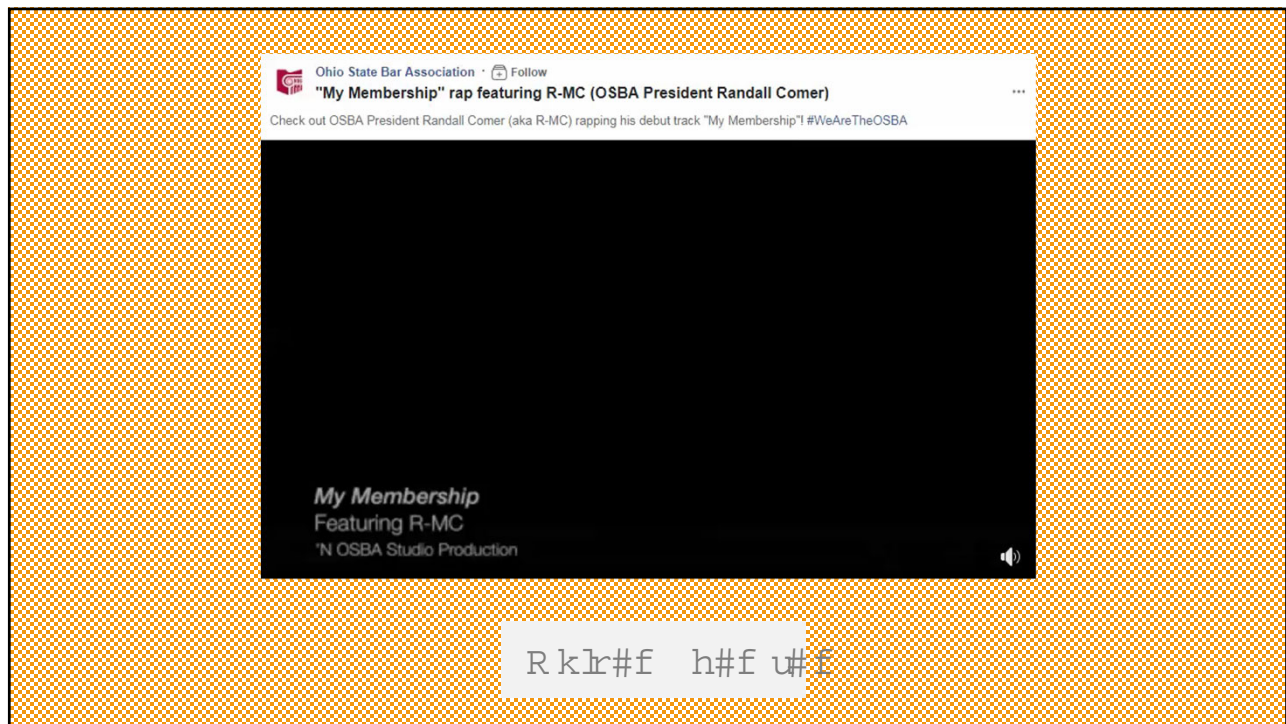
Colorado Bar – Spilling the Tea

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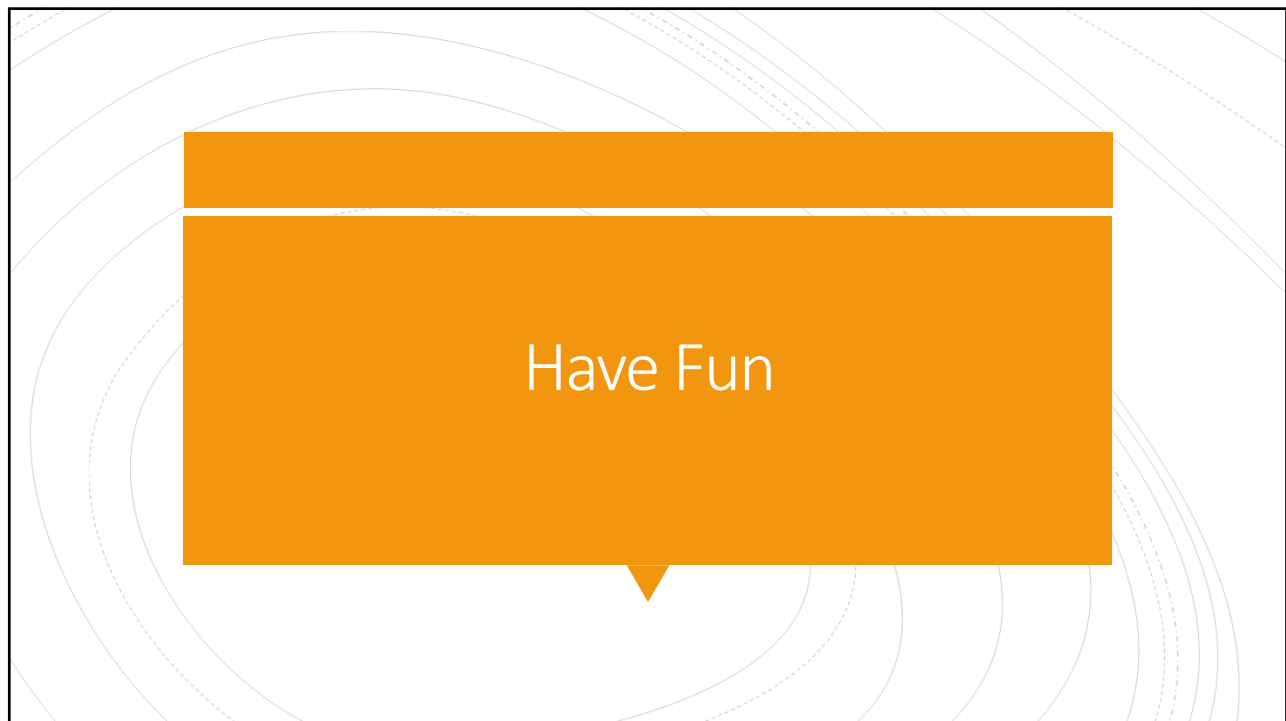


Maryland Bar

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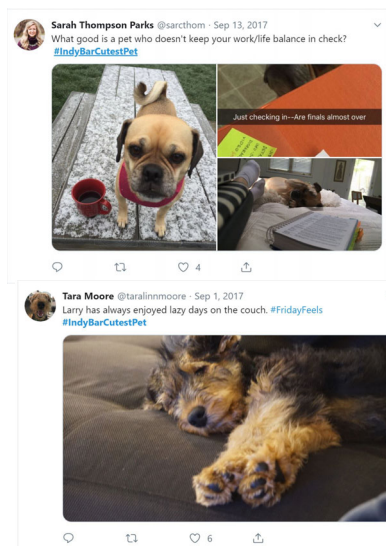
## Texas Young Trial Lawyers



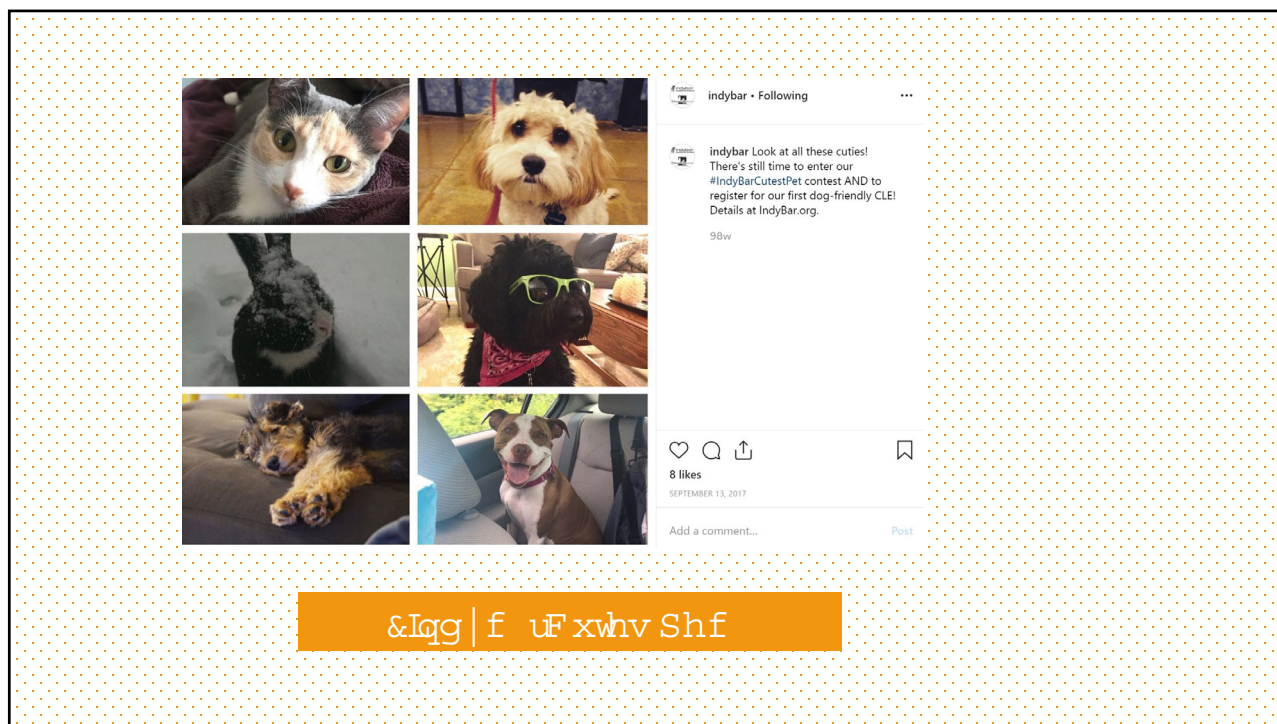
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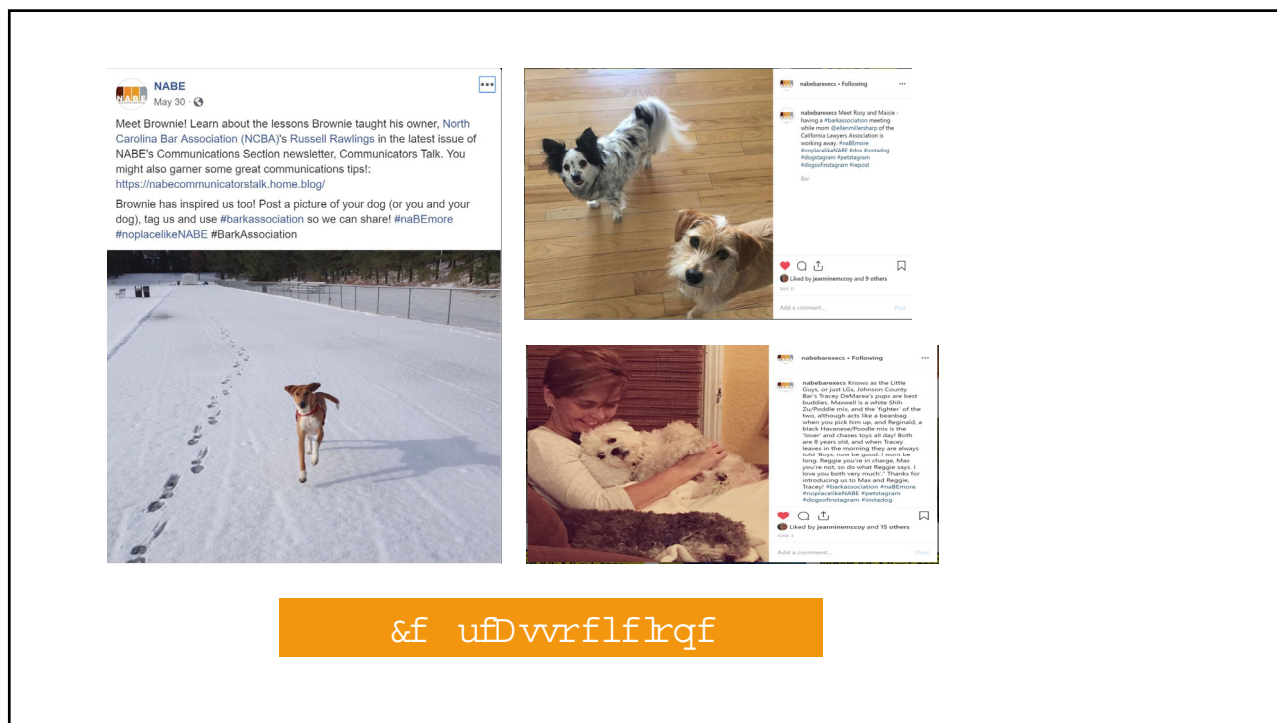
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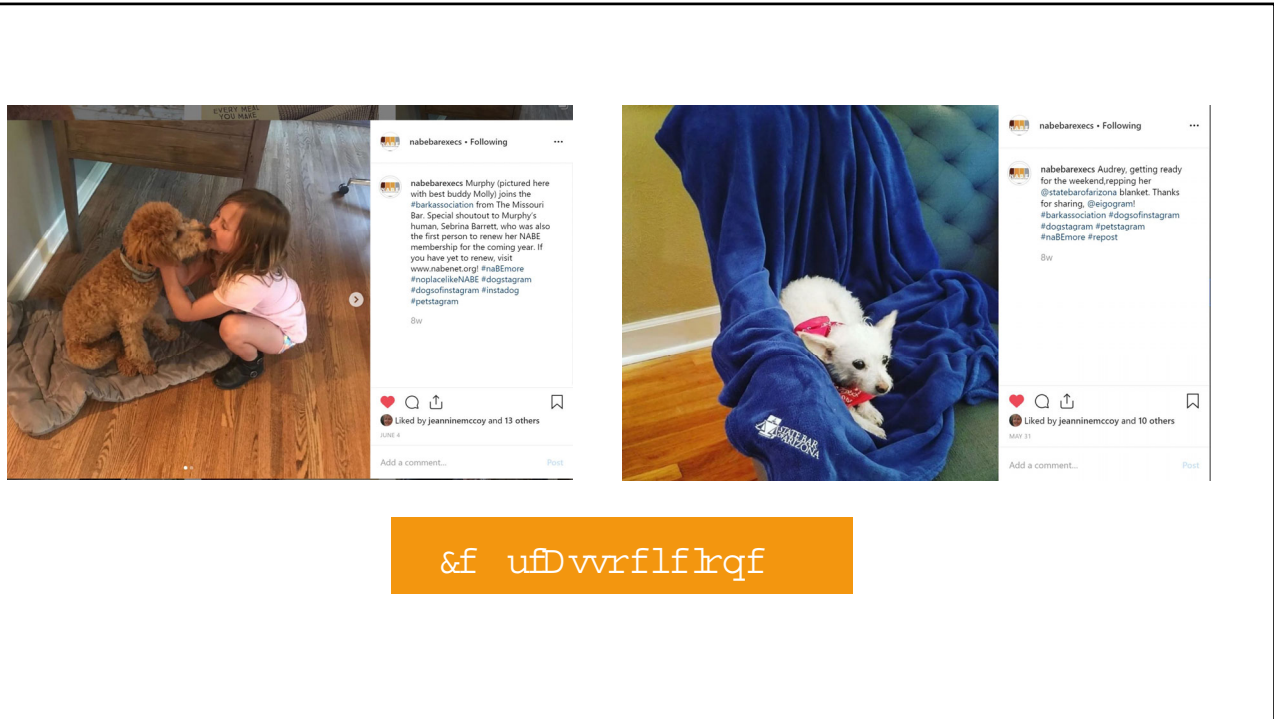
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## Tips & Tools

- Canva
- Unsplash/Other stock art sites
- Bitly
- Animoto
- Buzzsumo
- Schedule in advance (but be mindful)
- Over (memes)/Other graphics
- Use phone or mobile device to manage multiple accounts

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