Social Media for Bar Associations

California Lawyers Association, Bar Leaders Conference
Karen Korr
Full Korr Press

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

Erik Qualman, Socialnomics
Percentage of U.S. Population with Social Media Profile

How Big Is Facebook?

Facebook has more active users than China has people (figures in billions)

- Facebook Monthly Active Users: 1.39
- Population of China: 1.36
- Population of India: 1.24
- Population of the United States: 0.319

Source: Facebook, CIA World Factbook
Developing a Social Media Strategy

**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.
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.

What Goes Where? Social Media Strategy

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>TWITTER</th>
<th>LINKEDIN</th>
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<tbody>
<tr>
<td>Internet Group Meetings/Meet-Ups</td>
<td>SDL Technology Column</td>
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<tr>
<td>Section and Committee News/Info</td>
<td>100% Club Tech Stories</td>
<td>100% Club Tech Stories</td>
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<td>Networking Events</td>
<td>Other Tech Stories (inside or outside writers)</td>
<td>Other Tech Stories (inside or outside writers)</td>
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<td>Community Service Projects</td>
<td>SDL Social Media Column</td>
<td>SDL Social Media Column</td>
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<td>Special Member Events - i.e. Sirens/Recycle</td>
<td>Additional SDL Articles</td>
<td>Additional SDL Articles</td>
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<td>Bar Center Programs - Book Club, Ted Talks</td>
<td>Various Legal Ethics Columns</td>
<td>Various Legal Ethics Columns</td>
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<td>Bar Center at 401 Amenity</td>
<td>Other Social Media Stories (inside or outside writers)</td>
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<td>SDCBA Signature Events</td>
<td>LRS Panel Area of Practice Info</td>
<td>Member Benefit Partner Articles</td>
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<td>SDCBA Member Benefits</td>
<td>Asking for A Friend</td>
<td>Ethics in Brief</td>
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<td>Signature Events Thank You Sponsors</td>
<td>SDL/FTR Build Your Practice Articles</td>
<td>Legal Ethics Column in SDL</td>
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<td>Existing FTR Articles</td>
<td>LEQ</td>
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<td>Member Benefit Partner Articles</td>
<td>FTR Legal Ethics Column</td>
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<td>Ethics in Brief</td>
<td>San Diego Lawyer - Why I Belong</td>
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<td>Legal Ethics Column in SDL</td>
<td>SDL Infographic</td>
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<td>LEQ</td>
<td>Bi-Weekly Business and Corporate Article</td>
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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).

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).
When to Post on LinkedIn

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

Where Does Your Content Go and When?

<table>
<thead>
<tr>
<th>Technology</th>
<th>SDK Technology Column</th>
<th>10% Club Tech Stories</th>
<th>Other Tech Stories (inside or outside writers)</th>
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<td>Blog</td>
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<td>Twitter/LinkIn</td>
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<tr>
<th>Social Media/Legal</th>
<th>SDK Social Media Column</th>
<th>Additional SDL Articles</th>
<th>Various Legal Ethics Column</th>
<th>Other Social Media Stories (inside or outside writers)</th>
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<td>Twitter/LinkIn</td>
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<tr>
<th>Basic Information on Different Areas of Law</th>
<th>LEOF Panel Areas of Practice</th>
<th>Legal Ethics</th>
<th>Law Practice Management (Bold and Gray)</th>
<th>Other for a Friend (imminent)</th>
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<td>Website</td>
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<td>Adding for a Friend (imminent)</td>
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<td>Member Benefits Partners (Clio, LawPay)</td>
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<td>Outside Writer Reports</td>
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<td>Law Practice Management</td>
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<td>External Articles (Bold)</td>
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<td>Current Relevant News Topic and/or Trend Exploration</td>
<td>Website Archive</td>
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<td>Needed: Ready Blog Post</td>
<td>Website Archive</td>
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<td>Needed: Ready Newsroom</td>
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California Lawyers Association 2019 Bar Leaders Conference
#Hashtags

Why use #hashtags?

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

Custom #Hashtag examples

- #SetTheBarHigher
- #SDLaw
- #naBEmore, #naBEknowledge #naBEnetworked
- #nabecomm19
- #leapyearbaby/#birthdayproject #dayitFORWARD
#Fail

DiGiorno Pizza
@DiGiornoPizza

#WhyIStayed You had pizza.
9/8/14, 11:11 PM

Keosha Varela @K_J_Writes 1h
So many courageous ppl sharing their stories re: #whyistayed and #whyileft. Domestic violence is often a hidden issue, bring it to light!

DiGiorno Pizza
@DiGiornoPizza

A million apologies. Did not read what the hashtag was about before posting.

Best of the Bars

California Lawyers Association 2019 Bar Leaders Conference
Promoting Events and Programs

California Lawyers Association 2019 Bar Leaders Conference
Increasing Engagement
Highlighting Members

CYTHIA Y. LEE
EXCELLENCE AWARD
FOR ADVANCING DIVERSITY & INCLUSION

MICHAEL BOULETTE
EXCELLENCE AWARD
FOR PROVIDING PRO BONO SERVICE
**Idaho State Bar**

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. [LawyerServe](https://www.idahonews.com) | Watch the story from [6/26/Boise](https://www.idahonews.com)

IRC is distributing remaining donation funds to Boise mass stabbing victims.

Sunday marks one year since a violent attack shocked the community.

Nine people were stabbed at a little girl's birthday party and that birthday...

[6/26/Boise](https://www.idahonews.com)

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**San Diego County Bar**

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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**Wisconsin Bar**

State Bar of WI @StateBarWI - Jul 19

Colorado Bar – Spilling the Tea

Maryland Bar

California Lawyers Association 2019 Bar Leaders Conference
Texas Young Trial Lawyers

Texas Young Lawyers Association

Poll results are in! TYLA members have spoken, and 97% support use of the Oxford comma.

#teamchvocomma #TYLA #uncomenlawyers #Grammar

With the Oxford Comma:
We invited the rhinocer, Washington, and Lincoln.

Without the Oxford Comma:
We invited the rhinocer, Washington and Lincoln.

Do you have the cutest pet in town?

SHOW US!

From now until Animal House: Homeowner's Coverage Issues Related to Pets and other Animals,” submit your adorable photos of your dog, cat, or bird (anything!) for our Cutest Indybar Pet Contest for your chance to win a $100 Mission Coffee gift card!

Make sure your accounts are public, and your photo with the hashtag #IndyBarCutestPet.

Winner selected before the CLE Wednesday, September 19. And, don’t forget to register for the Animal House CLE at indybar.org/events. Friendly paws welcome!

#IndyBarCutestPet

Sarah Thompson Parks (n/thompson - Sep 13, 2017)
What good is a pet who doesn’t keep your work/life balance in check?

#IndyBarCutestPet

Tara Moore (2017 Moore - Sep 1, 2017)
Larry has always enjoyed lazy days on the couch. #IndyBarCutestPet

#IndyBarCutestPet
&Eq | f uF xwv Shf

&f uDwrflrqlf
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
Questions?

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