

	Social Media Policy
	Prepared by: Social Media Committee Co-Chairs Haley Maple and Todd Holleman
	Approved by:
	Effective Date: October 2015
	Policy (New or Revised): Revised

10/21/15

I. Policy Statement

The Section of Litigation supports the Section's presence on social media platforms, including Facebook, Instagram, LinkedIn, and Twitter. In particular, the Section encourages committee and subcommittee participation in the Section's existing social media platforms. The Section policy applies to those participating in social media in groups set up in the name of the ABA Section of Litigation, its committees, or its subcommittees.

II. Purpose and Scope of Policy

Research on social media has shown that a single page is better for branding than several pages representing subgroups of a brand because the larger the audience, the more a group's messages will spread, and the more messages spread, the larger the audience. To protect the Section of Litigation brand and to maximize its reach through social media, we propose that committees do not create new Facebook, Instagram, Twitter, and LinkedIn accounts, but instead, that committees create groups on LinkedIn on behalf of the Section of Litigation staff as the owner. Committees can also participate in social media as individual users on the Section's pages and submit content to Section Staff to be posted on the Section of Litigation platform pages. Existing committee pages on Facebook, Instagram, LinkedIn, and Twitter will be merged into the Section of Litigation account unless the committee has specific initiatives for keeping an individualized social media presence.

III. Guidelines and Procedures

Guidelines for social networking groups include:

- All official Section of Litigation social media groups should be set up through Section Staff, with the Staff serving as the administrator of these pages.
- The Section encourages committee and member participation on the Section's existing social media platforms on LinkedIn, Instagram, Facebook, and Twitter:
 - Commenting on, sharing, or re-tweeting Section posts
 - Submitting proposed posts, promotions, discussion questions, tweets, etc. to Staff members for posting by the Section Staff on the Section pages.
 - See page 4 for more information on ways committees can participate in social media
- Committees should not create new individual Facebook, Instagram, LinkedIn, or Twitter accounts.
- Committees wishing to create a LinkedIn presence should request to have a LinkedIn group created for them within the Section's LinkedIn account. This group is narrowly

focused and provides its members a place to discuss specific or niche topics that may not be of interest to all members of the parent group.

- For these LinkedIn groups, the group desiring a group must:
 - Fill out an application form provided by Section Staff that includes contact information of the committee person assigned to manage the account for the full bar year.
 - Sign the Social Media LinkedIn Group Contract agreeing to terms of use.
 - Submit a one-month example draft calendar of posts
 - Have the group's facilitators actively post at least two times per week and to monitor all posts from group members.
 - Have the group's facilitators accept all requests to join the committee's group.

All other existing accounts will be merged into the ABA Section of Litigation LinkedIn, Facebook, Instagram, and Twitter accounts. Committees desiring such accounts will instead be encouraged to submit content through the Section of Litigation main social media platform pages. A committee with an existing page and having a specific reason for maintaining a social media presence in accordance with specific committee initiatives can apply to keep the page and, if application is accepted by the Social Media Committee, will be considered to be "grandfathered-in."

- For the "grandfathered-in" committees with existing Facebook, Instagram, LinkedIn, and Twitter accounts, the following shall apply:
 - Pages must be monitored by a volunteer member (identified as such) who will serve as the group facilitator and who is responsible for posting links to content to these pages. Staff is also permitted to post links to Section content, but is not obligated to do so.
 - The group facilitator must ensure accuracy of postings and that all postings are professional and free from profanity or obscenity. Profane or obscene content will be removed by the Staff administrator.
 - The group facilitator will monitor the group to ensure that posts contain no marketing of non-ABA goods or services, legal or otherwise, and that there is no appearance of ABA endorsement of non-ABA products or policies.
 - Non-members can join Section social media platforms.
 - Committee pages should be named with the committee name first (minus the word "committee"), followed by "ABA Section of Litigation." i.e. Children's Rights: ABA Section of Litigation. The purpose of this policy is to address the dilution of and confusion with the Section's primary account.
 - An alias email address must be created and provided for the site (that is consistent across all social media platforms for that committee) and connected to staff and the committee administrator's email address.
 - All existing committee social media platforms must contain a disclaimer for any views expressed.
 - Committee social media platforms should be active by having at least two posts or tweets per week.
 - Committee social media platforms must share one Section of Litigation requested post per month.
 - Any account that has been inactive for a period of 30 days may be deleted by Staff.

IV. Related Policies

Social Media Policy from 2009 available on the Leadership Portal. Upon approval of this policy the 2009 policy would no longer be in effect.

V. Review/Revision Dates

Original Policy: 2009

Updated Policy: 10/21/15

Reasons for the October 2015 revision:

- The Section opened an Instagram account in September 2015, and the policy needs to be revised to apply to the Instagram account too.
- As of October 14, 2015, LinkedIn has changed formats for groups. There are no longer subgroups; therefore existing subgroups were morphed into “groups”. All groups are now listed as private. Group facilitators will need to monitor posts and group membership requests.

VI. Approval Groups

Section Director and Associate Director, Chair and Incoming Chairs, Council



Get Involved with the Section on Social Media

Social Media Committee Co-Chairs
Haley Maple & Todd Holleman

The Section of Litigation has active social media communities on Twitter, LinkedIn, Facebook, and Instagram. We recommend that you submit content for social media to be posted on the Section of Litigation's pages.*

By using the Section's social media platform pages, your messages will be received by a larger audience.

We have a reach of over 27,500 followers on our social media platforms.

**Participate.
Promote.
Submit.**



Each Section Social Media Outlet Has Its Own Voice.

Building a Community on the Section's LinkedIn

<http://www.linkedin.com/in/abalitigation>
We use content on LinkedIn as a conversation-starter. Not only is this page a professional outlet where members can share their ideas, but it is also a resource for lawyers when they need advice on a specific topic. **Ask us how your committee can create a LinkedIn group to be part of the discussion!**

Something Fun on the Section's Facebook

<https://www.facebook.com/abasectionoflitigation>
On Facebook, users have shown that they want something less serious from this community—something fun and engaging. We have the opportunity to post useful content through Facebook but in a lighter and more engaging way.

Twitter: A Source for the Section's News and Developments

<https://twitter.com/abalitigation/@ABALitigation>
We use Twitter as the main outlet for up-to-the-minute coverage of newsworthy events and headlines. Important events from live meetings are covered here as well as news stories with links to related articles that our committees have covered.

A Picture is Worth a Thousand Words especially on the Section's Instagram

<https://instagram.com/abalitigation>
Instagram uses images and video based off the Section. From live events to book advertisements, Instagram gives you an instant visual of what the Section has to offer. Share your own photos and video related to the Section and tag us.

Participate.

Join in the discussion on the Section of Litigation social media pages on LinkedIn, Twitter, Facebook, and Instagram. Like and comment on tweets and posts to get involved in the discussion. Create a committee group on LinkedIn.

Promote.

Share and retweet posts, tweets, images on Facebook, Twitter, and Instagram. Use meeting hashtags at regional meetings, CLE Seminars, SAC, and ABA Annual. Tag the ABA Section of Litigation in your posts and images on Facebook and Instagram. Tag authors in your article tweets.

Submit.*

Send Section content posts to your staff editor. Send all other types of Committee content you would like to promote such as Sound Advice, Regionals, Video Trial Tips, Roundtables, etc. to Romeo.Talento@americanbar.org.



* We can't guarantee that submissions will be posted to Section pages but will do our best to distribute appropriate content to our social media audiences.