Social Media Policy

At its core, the Section of Antitrust Law is a community of colleagues sharing a common zeal for excellence in our profession. One of our primary goals is to serve our members by providing resources, programs, services and other benefits to enhance their professional development and practices.

As a member of Section leadership, you play a crucial role in this mission, and we encourage you to leverage all available media to tell the world about what we do and share your passion. Social media, in particular, are an easy and effective way to get the word out about the Section (with the added benefit of enhancing your professional brand).

In order to reap the benefits of sharing Section activities on social media outlets and avoid problems or misunderstandings, we have developed the following guidelines to provide helpful and practical advice for when you operate on the internet in your capacity as Section leaders.

1) Get CONNECTED

CONNECT serves as the Section’s hub for rich content, discussions, breaking competition and consumer protection news, and Section events. Use Connect to share and discuss insights with your peers, check in on agency activities, discover committee programs and Section forums – all in one place.

Each substantive committee enjoys a community landing page and communications platform on CONNECT that allows you to distribute Committee announcements, archive newsletters and articles in the committee library, and promote committee programs and events. CONNECT is the best way for committee leaders to communicate with their members.

If a committee believes a particular event, program or communication merits a wider audience, the committee should consider posting it to Open Forum, the Section-wide CONNECT community. Open Forum is a place to connect with and learn from your peers within the antitrust and consumer protection community. Open Forum is lightly moderated by the Section’s Social Media Moderator (SMM), so there may be a delay in your post appearing on the discussion board. Generally, the SMM will allow posts promoting Committee events and programs if such events and programs have Section-wide appeal.
2) Follow Us

The Section maintains a presence on all of the major social media outlets so you can find, like, join or follow the Section on one or all of them. To join the conversation on Twitter please use the hashtag #ABASAL.

3) Participate

We highly encourage you to actively participate in the Section’s social media platforms by participating in online discussions, sharing interesting articles and insights, and/or simply “liking” statuses and re-tweeting Section content.

As with the Open Forum discussion group on CONNECT, the SMM moderates the Section’s social media presence, so please be courteous and professional. The Section’s social media accounts are a terrific resource, but are not meant to directly promote individual attorneys, practices or firms. The From the Firms page on CONNECT has been reserved for posting firm-branded materials; please post them there and not elsewhere on Connect or on other Section-sponsored social media.

4) Send Us Your Announcements and News

As mentioned above, we want first and foremost direct committee communications to the CONNECT committee communities. That said, the Section’s centralized social media accounts have the potential to reach a lot of people, even beyond Section membership, and we are always looking for good content to share with this broader community.

In order to maximize the effectiveness of Section content on these social media, we need to coordinate these postings. If you would like to promote a committee program or event on one or all of the Section’s social media accounts, please send the proposed content to the SMM to work through the most appropriate communications strategy.

5) Get to Know Your Social Media Moderator

The Section has designated Danielle Haugland, Vice-Chair of the Content Committee, as the Section’s Social Media Moderator. The SMM’s job is to help promote the Section via social media and assist members in navigating their online presence as it relates to Section activities. Please feel free to reach out to Danielle at Danielle.Haugland@thomsonreuters.com. This portion of the Social Media Policy will be updated as and when a new SMM is designated.