Section LinkedIn Group and Twitter Account

1. The Section of Public Contract Law (“the Section”) will participate in two forms of Social Media: LinkedIn and Twitter. As of May 2018, the Section has an open Group on LinkedIn to which all users can post information consistent with these guidelines.

2. The Section will establish a Twitter account. Once established, these guidelines will apply equally to Twitter.

3. 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. Accordingly, Committees, Program Chairs, and Webinar organizers should use only the Section’s LinkedIn and Twitter handles to promote an event (other than postings made from their personal LinkedIn and Twitter handles) to maintain the Section’s “brand” and avoid confusion. Please do not set up separate Committee or Program accounts, Groups, or subgroups. If a Committee or Program finds it is necessary to establish a separate account, Group, or subgroup, then the Committee or Program should raise the request with the Section Officers and Director.

4. Please do not set up Facebook, Instagram, or other Social Media accounts on behalf of the Section at this time. We are still evaluating Facebook and Instagram, and have not yet determined their viability.

5. The Section LinkedIn and Twitter accounts will promote: (a) upcoming or recent Section Committee meetings (with links for more information/registration); (b) upcoming or recent Section Programs (with links for more information/registration); (c) Section publications (with links to purchase); (d) upcoming webinars (with links for more information/registration); and (e) similar types of informative postings that alert members/potential members to upcoming opportunities for engagement and networking.

6. The Section and users of its LinkedIn Group and Twitter account should do their best to make sure that the postings on Social Media pages are consistent with the Section’s mission. The Section expects that users will not post content that falls into the following categories, and reserves the right to remove postings that are: (a) abusive, defamatory, or obscene; (b) fraudulent, deceptive, or misleading; (c) in violation of another’s intellectual property right; (d) in violation of the ABA Code of Conduct, any law, or regulation; or (e) contrary to the ABA’s mission to promote diversity and inclusion in the legal profession. The views, opinions, and experiences expressed in user-submitted comments are solely those of the author and do not necessarily reflect those of the Section or the American Bar Association itself. User comments are not edited for accuracy. However, to ensure a continually positive experience for our members and the public, we may report or remove content or commentary containing spam or profanity, or that is otherwise objectionable or prohibited material.

7. We request that users refrain from using the Section’s Groups for self-promotion and marketing activities that are not related to specific Section events or activities.

8. Social Media questions should be directed to the Membership Committee.
9. Posts that do not conform with this policy or those that are out of date will be removed as appropriate.

Social Media Expectations of Committee Chairs

1. Committee Chairs will designate one of the Chairs or a Vice Chair to be responsible for posting on the Section LinkedIn and, as appropriate, Twitter account about upcoming Committee meetings in sufficient time to allow interested members/potential members to participate. The designee should be comfortable using Social Media.

2. Committee Chairs are encouraged, to the extent permitted by their employer, to post on their own personal LinkedIn profiles information about upcoming Committee meetings in sufficient time to allow interested members/potential members to participate. Chairs who do not or cannot participate in LinkedIn will assign the individual posting task to a Chair or Vice Chair that is active on LinkedIn.

3. A best practice would be to post photos of the event during or afterwards and to thank those who participated in any panel discussions (linking to the panelists' individual handles if accessible). Please be sure to get permission for any photographs taken or posts that you plan to make.

Social Media Expectations of Program Chairs

1. Program Chairs will coordinate amongst themselves to ensure that information about registration for their Programs is posted on the Section LinkedIn and, as appropriate, Twitter account sufficiently in advance to allow interested members/potential members to sign up. Postings should be made as soon as registration is open, and should provide “early bird” discount information and links to registration and other Program information. Posts should be updated as the event draws closer.

2. Program Chairs should encourage moderators and panelists to post information about the upcoming Program to their personal LinkedIn and Twitter accounts to the extent the moderators or panelists have accounts and are not otherwise prohibited from posting to them.

3. A best practice would be to post photos of the event during or afterwards, and to thank those who participated in and attended the program.

Social Media Expectations of Webinar Participants

1. The Webinar Moderator will be responsible for ensuring that information about registration for his or her webinar is posted on the Section LinkedIn and, as appropriate, Twitter account sufficiently in advance to allow interested members/potential members to sign up. If the Webinar Moderator is not able to make the post or does not participate in Social Media, he/she will contact the Webinar Committee for assistance with having the information posted. Postings should be made as soon as registration is open and should provide links to where to obtain more information and register. Posts should be updated as the webinar draws closer.

2. Webinar moderators should encourage panelists to post information about the upcoming Program to their personal LinkedIn and, as appropriate, Twitter accounts to the extent the moderators or panelists have accounts and are not otherwise prohibited from posting to them.
Sample LinkedIn Postings and Tweets (all under 280 characters)

1. On Dec. 12, 2017 at 4pm ET at K&L Gates, the Bid Protest Committee will hold a panel discussion of the “art and science” of motions to dismiss in GAO and COFC protests. A networking happy hour will follow. Get more information here.

2. Hot off the presses! The ABA Section of Public Contract Law released an update to its Suspension and Debarment Manual. Get more information or purchase a copy by clicking here.

3. The Section of Public Contract Law Federal Procurement Institute is coming up in March! Panels will cover X, Y and Z, among other topics. You can get the program brochure and registration information here. Register by DATE to get a discount. Hope to see you there!

4. The Section of Public Contract Law is hosting a webinar on Government Contracts Data Rights on DATE at 12pm ET. This webinar is FREE so space will go fast! You can get more information and register here.

5. The Fall Meeting (Nov 2-4) in Louisville was great! The panels were timely and informative, and the bourbon tasting wasn’t bad, either! Thank you to @panelist and @moderator who participated. (Photo included)

Best Practices

1. Post sufficiently in advance to allow folks to RSVP for events. Ideally, post again as the event draws closer.

2. Include photos whenever possible.

3. When posting to your individual LinkedIn or Twitter account, include hyperlinked references to the Section (@__________________). This way, the posting will direct readers to the Section’s group page, which the reader can also opt to “follow.”

4. Most people access LinkedIn on their phones, and Twitter is limited to 280 characters. Phones only show the first 2-3 lines, without the reader pushing “see more.” Therefore, pack as much information as possible in the first 2-3 lines. And, try to make the first sentence an exciting “hook” to encourage the reader to “see more.”