Clearview Social Toolkit

For TIPS Committee Chairs and Social Media Vice-Chairs

Updated June 16, 2020
What is Clearview Social?

- Clearview Social allows TIPS staff to create a queue of articles about upcoming TIPS events (like webinars and conferences), TIPS member benefits and committee news, or articles by other ABA entities or even by TIPS members.
- The queue is sent to members every week to share across their social media platforms.
- TIPS members are offered quality content to share with their connections and, in turn, TIPS gains greater exposure.
Why is it a TIPS member benefit?

• As lawyers, we’re told to engage with social media. As a result, we all have LinkedIn accounts, but many of us don’t update them!
• Clearview Social will help TIPS members engage with their social media accounts by automating publication over the week (or month).
How do you register for Clearview Social?

E-mail Jeane Emily DuBose at jeane.dubose@americanbar.org and she’ll send you an invitation to access the system.

You will receive an email to your corporate email account when your Clearview Social administrator creates your account. It will look something like this:

Welcome to Clearview Social!

Hi Sarah,

Welcome to Clearview Social. We’re here to help you build your personal brand by sharing on social media. Oh, and it will help your company too. It’s a win-win!

Get Started

You’ll always have complete control over what you share to your network.

To learn more about how Clearview Social works, click here.
Connect your accounts. Clearview Social supports LinkedIn, Twitter, and Facebook. You must start with at least one. Consider LinkedIn first.

Once you are in Clearview Social, you will be greeted with a pop-up like this:

Using LinkedIn as an example, click the LinkedIn icon on the left. You’ll be taken to LinkedIn.com and asked to login. It will look like this:

![LinkedIn login page](image)
Enter your username and password. You’ll be taken to a permissions screen which will look like this:

Click “Allow” access. You’ll then be taken back to the Clearview Social intro screen. You can then connect other accounts or click “Get Started.”
Get started by signing into your networks below:

LinkedIn: Connected
Twitter: Disconnected
Facebook: Disconnected

Get Started
Where do I find content?

Each week you’ll receive a “Influencer” e-mail from TIPS staff with three articles to share across your social media platforms. You can share with one click “Share All” or select which article you’d like to “Share.” The e-mail will look not unlike this:

May 28th Influencer Shares

Hi everyone,
Hope you’re doing well. Please share the following widely and feel free to send things you’d like us to feature to
jane.dubose@americanbar.org

Discovery Disputes: Winning the Battles in the Trenches

"TIPS is hosting a webinar on modern discovery. Register today for the June 5th session."

Join our expert panelists as they discuss the practical reality of modern discovery disputes, including negotiations, motion practice, and ESI.
How do I share content?

Once you click the “Share” button from your weekly e-mail, you’ll be taken to the “Scheduled Times” screen.
When does my content publish?

- You can “Share Immediately” or click “OK” and share using PeakTime.
- PeakTime is a scheduling algorithm that uses AI to determine the best times to post on LinkedIn, Twitter, and Facebook to garner the most attention.
- You can manually schedule a share by clicking “Scheduled Times” at the top of the Scheduled Times screen and selecting from the drop-down calendar.

What should I say?

- You can use the comment suggested by TIPS Staff: “Check out the latest headline article from TortSource!” or draft your own.
- Be personal, share your takeaway from the article.
- Be relevant, talk about what’s happening in your field or network.
- Share a short story or anecdote.
- Use hashtags to drive searches like #probono or even just #law or #lawyerlife
How do I share an article I found?

- From your home screen copy/paste the address of an article you’d like to share in the upper right-hand corner text box and click “Add.”
- The Scheduled Times screen will populate, and you can draft your comment and “Share Immediately,” share using PeakTime, or manually schedule.
How do I share a personal picture or video?

- From your home screen, select “Create Share.”

- You can then upload a photo by dragging/dropping, uploading from your computer, or choosing from your library. Don’t forget to draft a comment and schedule!
How do I track my progress?

- Click the “Results” tab on the left side of the home screen to check on how engaging your posts are.

- Click the “View Leaderboard” button in the upper right-hand corner to see how you stack up against your TIPS peers!
How do I drive engagement?

- Interact! Tag your ABA colleagues in your posts.
- Share your posts to TIPS committee pages. A listing of TIPS committees’ Twitter handles and LinkedIn pages are included in this Toolkit.
- Click the ellipses in the upper right-hand corner of your post. From the dropdown menu, “Copy link to post.”

- Click to “Start a conversation” in your TIPS committee group and copy/paste the article. The preview will populate automatically. Don’t forget to draft a comment and select share!
**TL;DR (“Too Long; Didn’t Read”)**

**Step 1**  E-mail Jeane Emily DuBose at jeane.dubose@americanbar.org and she’ll send you an invitation to access the system.

**Step 2**  Connect your LinkedIn, Twitter, and/or Facebook profiles. You can choose which accounts to link, but you must link at least one. I suggest starting with LinkedIn.

**Step 3**  Start discovering content! The TIPS queue will be visible on your homepage. You can also browse “Industry News Feeds” by subject area for additional content. Some built-in feeds include JDSupra.

**Step 4**  Share content. Weekly, you’ll receive an e-mail from TIPS staff with curated articles and suggestions for comments. From that e-mail hit the “Share” button or the “Share All” button on the bottom of the e-mail. The “Share All” button will schedule every message in the e-mail to be shared. By default, articles are shared using Clearview Social’s “PeakTime” algorithm.

**Step 5**  Draft a comment and publish. Once you click the magenta “Share” button, a popup will appear with options and information. Select which social media account you’d like to use on the row of buttons, add a comment (or edit the suggested comment) and select “Share Immediately” or “Share” with PeakTime.
# Key Accounts

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