2016-2017 ABA YLD SOCIAL MEDIA PACKET FOR DIVISION LEADERS

RELATIONSHIPS. RELEVANCE. RESILIENCE.
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AMERICAN BAR ASSOCIATION YOUNG LAWYERS DIVISION
SOCIAL MEDIA POLICY

PURPOSE AND SCOPE

The purpose of this policy is to provide direction on appropriate and effective ways to utilize social media on behalf of the American Bar Association Young Lawyers Division (hereinafter ABA YLD or Division) when delivering content, facilitating engagement and communicating with both members and non-members.

Social media provides a valuable opportunity for the Division to engage and inform members and promote the Division’s activities and member benefits. Use of Social Media includes, but not limited to:

- Encourage member interactions and collaborations to foster a sense of community
- Easily disseminate information and notifications to members
- Provide opportunities for non-members to join the Division and learn of the opportunities that the ABA and ABA YLD present; and
- Promote the Division’s public and member service projects, conferences, programming, publications, and other member benefits.

This Policy applies to any individual who uses social media on behalf of the Division, including but not limited to ABA Staff, and volunteer leaders. Questions on this policy should be directed to the ABA YLD Online and Social Media Chair, Katrina Castillo or the Technology and Innovation Director, Sheena Hamilton.

DEFINITIONS

Administrator: Any person who has access to a Division social media account for any period of time shall be deemed an “administrator” for the purposes of this policies.

Social Media: Social Media refers to the online interactions between people involving the sharing, creating and/or exchange or information and ideas.

Social Media Platforms: Web-based networks that allow the exchange of information and ideas between people online (i.e. Facebook, LinkedIn, Twitter and YouTube). The ABA YLD maintains a social media presence only on Facebook, Twitter, LinkedIn, and YouTube.

USING YLD SOCIAL MEDIA APPROPRIATELY

Social Media Accounts for Division Committees, Boards, and Other Subgroups: Committees, boards, and other subgroups within the ABA YLD are required to share their content, programs, conferences, and products on the main Division social media accounts. Committees, boards, and other subgroups are not permitted to have their
own Facebook, LinkedIn, Twitter, YouTube or other social media accounts. Any such existing account must be removed.

**Associated Email Addresses:** All Division-related social media accounts must be associated with an email address provided by the ABA YLD Staff. This associated email address cannot be changed without the written consent of Staff.

**Administrative Rights:** ABA YLD Staff must have access and administrative rights to every Division social media account. Administrative rights to manage all social media accounts with the ability to modify content, may be granted to volunteers (Technology and Innovation Director, Online and Social Media Chair, or team members) as approved by the Division Staff Director and/or ABA YLD Chair on an as needed basis.

**Posts Beyond the Scope of the Division:** Outside products, services, companies, and organizations should not be promoted on Division social media without the consent of the ABD YLD Chair or Staff Director.

**Political Posts:** Messages or posts that are political in nature or that constitute an endorsement of a particular political view or political party is prohibited unless approved by the Division Chair in consultation with the Division Staff Director.

**Copyrights and Trademarks:** Those posting on Division social media accounts must take note of any copyrights or trademarks associated with content they wish to utilize or repurpose. The use or distribution of copyrighted material without written consent from the right holder is strictly prohibited.

**Logos:** ABA and Division logos cannot be used without consent from ABA YLD Staff.

**Deletion of Inappropriate Content:** Administrators shall review content and communications on the Division’s social media accounts as needed and promptly delete material that violates this policy. Additionally, ABA YLD Staff and/or Division Chair reserve the right to delete any content or communications on Division social media that they deem to be inappropriate or inconsistent with the goals of this Policy. This Division Chair, Technology and Communications Director, and the Online and Social Media Coordinator shall be notified when content is deleted pursuant to this paragraph.

**References and Links:** All official ABA YLD accounts shall refer to the Division as the “American Bar Association Young Lawyer Division” or “ABA YLD.” All social media account profiles must provide a link to the Division homepage.

**Paid-For Content:** “Member Only” content (i.e. content that is password protected or “premium”) may not be shared directly; however, links to such content or assets on the Division website is permitted.

**Violations of Social Media Policy:** Administrators who participate in online communications that violate this Policy or are inconsistent with Division principles and
goals shall have their administrative access to all Division-related social media accounts revoked.

**ABA Policies**: The Division and anyone posting on Division social media shall also adhere to any official ABA social media policy and requirements.

**SOCIAL MEDIA PROTOCOL AND POSTING PROCEDURES**

All posts made to the Division social media must be submitted using the social media submissions links on the Leadership Portal of the ABA YLD website in a manner congruent with the established procedures and best practices for doing so (SEE: Social Media Protocol).
Each Social Media Team member has been assigned two to three YLD sub-entities to contact once every thirty days during the Bar year to remind them about opportunities to participate in our social media efforts. Please find your assigned liaison and their content information, listed by entity, below:

Affiliates Assistance Team
- Social Media Liaison(s): Sahmra Stevenson
- Entity Liaison(s): Jenna Overmann

Affiliate Blog
- Social Media Liaison(s): Damjan Denoble and Melodie Arian
- Entity Liaison(s): Ray Panneton

Committees
- Social Media Liaison(s): Stan Polit and Damjan Denoble
- Entity Liaison(s): Ashley Couch

Conference Planning and Programming/National Conferences Team
- Social Media Liaison(s): Cabell Clay
- Host Committee Chairs:
  - Fall Meeting (Detroit, MI) – Shenique Moss
  - Mid-Year Meeting (Miami, Fl) – Unknown
  - Spring Meeting (Montreal, ON) – Unknown
  - Annual Meeting (New York, NY) – Natasha Shishov

Disaster Legal Services
- Social Media Liaison(s): Claire Vinyard
- Entity Liaison(s): Andrew VanSingel

Diversity
- Social Media Liaison(s): Sahmra Stevenson and Melodie Arian
- Entity Liaison(s): Michael Nguyen

Liaisons
- Social Media Liaison(s): Stan Polit and Tori Howze
- Entity Liaison(s): Morgan MacDonald

Membership Board
- Social Media Liaison(s): Jaelynn Jenkins
- Entity Liaison(s): Katrina Castillo
Member Services
- Social Media Liaison(s): Jaelynn Jenkins
- Entity Liaison(s): Christina Huszcza

Public Service Team
- Social Media Liaison(s): Tori Howze
- Entity Liaison(s): Adam Landy

TYL
- Social Media Liaison: Claire Vinyard and Fabiani Duarte
- Entity Liaison(s): Paige Willan

SOCIAL MEDIA TEAM CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Name:</th>
<th>Email:</th>
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<tbody>
<tr>
<td>Katrina Castillo (Team Chair)</td>
<td><a href="mailto:katrina.castillo@myflfamilies.com">katrina.castillo@myflfamilies.com</a></td>
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<td>Cabell Clay</td>
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<td>Colin Cooper (T&amp;I Coordinator)</td>
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Hashtags will play a larger role in our social media content this year. Each post submitted in advance using the social media content submissions link online will include between one and three hashtags. First and always, #ABAYLD should appear in connection with every post (except that Twitter posts will likely include the handle @ABAYLD. Second, one of the seven entity-specific hashtags, a committee-specific hashtag, OR an initiative-specific hashtag, all listed below should be included.

### ENTITY-SPECIFIC HASHTAGS

- #ABATYL
- #TheAffiliate
- #YLDaffiliates
- #YLDcommittees
- #YLDdiversity
- #YLDdls
- #YLDliaisons
- #YLDmemberservice
- #YLDmembership
- #YLDnct
- #YLDpublicservice

### COMMITTEE SPECIFIC HASHTAGS

#### Diversity and Outreach
- Public Education #PublicEd
- Minorities in the Profession (MIPC) #MIPC
- Sexual Orientation and Gender Identity (SOGI) #SOGI
- Women in the Profession (WIPC) #WIPC
- Disability Rights #DisabilityRights

#### Practice Management
- Ethics and Professionalism #Ethics
- Law Practice #LawPractice

#### Practice Settings
- Solo, Small Firm and General Practice #GPSolo
- Government, Military and Public Sector Lawyers #PublicSector

#### Practice Areas
- Access to Legal Services #Access
- Administrative Law #AdminLaw
- Air & Space Law #AirSpaceLaw
- Antitrust Law #AntitrustLaw
- Bankruptcy Law #BankruptcyLaw
- Business Law #BizLaw
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<th>Initiative Specific Hashtags</th>
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<tr>
<td>World Wise Web</td>
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<td>What Do Lawyers Do?</td>
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<td>Young Lawyer Toolkit</td>
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<td>Disaster Legal Service</td>
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<td>Law Day Art Contest</td>
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<td>YLD Haiku Contest for Law Students</td>
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<td>Fit2Practice</td>
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For “live” posting from meetings or events, the #ABAYLD hashtag should always be used, as well as up to two additional, appropriate hashtags. For example, a live post from the Fall Meeting might include: #ABAYLD, #YLDfall15, and #YLDdiversitydialogue.
INSTRUCTIONS FOR POSTING THROUGH ABA YLD SOCIAL MEDIA PLATFORMS

ABA YLD specific content may be posted officially from the ABA YLD via the ABA YLD platforms by using the Google Document located at the following link:
www.americanbar.org/groups/young_lawyers/about_us/leadership/leadership_portal/social_media.html

Conditions of Submissions:
  1) Posts may be edited before posting to comply with word limits;
  2) Posts may be edited to fit ABA YLD tone;
  3) Posts may not go out immediately due to volume and/or need to vary content; and
  4) Posting schedules are subject to the availability of the ABA YLD Staff.

INSTRUCTIONS FOR POSTING DIRECTLY TO ABA YLD SOCIAL MEDIA PLATFORMS

Facebook:
  1. Log in as yourself at https://www.facebook.com;
  2. Click on the YLD Events Page at https://www.facebook.com/ABAYLD/events?ref=page_internal;
  3. Select the event of your choosing;
  4. Look for the “Write a Post” “Add a Photo/Video” and “Create Poll” links;
  5. Click on “Add a Photo/Video”;
  6. Add a photo or video;
  7. Type your ABA YLD specific content in the text box; and
  8. Hit share!

Twitter:
  1. Log in as yourself at https://twitter.com/;
  2. Type your own ABA YLD specific tweet incorporating the handle @ABAYLD; and
  3. Wait for your post to be retweeted at https://twitter.com/ABAYLD.

LinkedIn:
  1. Log in as yourself at https://www.linkedin.com/;
  2. Go to the ABA YLD page https://www.linkedin.com/groups/106508;
  3. Type your ABA YLD specific content in the text box;
  4. Hit submit; and
  5. Wait for your post to be approved by the administrator.
American Bar Association Young Lawyers Division
Social Media Sample Posts

ABA Young Lawyers Division
Published by Edward McEnelly | August 3

Tommy Preston Jr. speaking to the House of Delegates in favor of Resolution 11-6 A(3), providing an additional delegate under the age of 36 or within five years of first being admitted to the bar to delegations without a young lawyer.

Ms. Hamilton
@MsHamilton1908

.@FlaBarYLD found 43% of women lawyers report gender bias. Read the @ABAYLD Affiliate Blog on its plan of action.
goo.gl/dUz5Ik

Shoons Hamilton, Matt Fryar, Diane Bartczak Kope and 26 others like this.

1 share

Jay Ray You did a great job Tommy.
Unlike · Reply 2 August 3 at 2:22pm

Write a comment...
The ABA YLD is always on the look out for new program ideas!

Do you have an idea for an ABA YLD conference program? If so, the deadlines for submitting program proposals for the Spring and Annual meetings are 12/1 and 1/4. Traditionally, program proposal are submitted through YLD Committees and Affiliates, s... Show more
ABA Young Lawyers Division added 4 new photos from September 9 to the album: Will Johnson wins 2015 YBAM Intl Debate Championships — with Lacy Durham and Will Johnson in Montreal, Quebec.
Published by Tracey Moore "September 9 · · · · · · "

Will Johnson, ABA YLD's very own and 2015-16 YLD Committee and Liaison Director, wins the 2015 Young Bar of Montreal International Debate Championships on September 9, 2015.

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ABA Young Lawyers Retweeted
Cabell Clay @CabellClay · Sep 28
Speed networking at the @ABAYLD Fall Conference?! SIGN ME UP! #ABAYLD #YLDFall16

ABA YLD Fall Conference

Speed Networking Event

**When:** Thursday October 20, 2016 from 5:30 to 6:15 p.m.
(immediately following the First Timer's Reception)

**Where:** Westin Book Cadillac Hotel (Conference Hotel)
1114 Washington Blvd, Detroit, MI, 48226
Italian Garden Room

This year's American Bar Association Young Lawyers Division's theme is *Relationships, Relevance, and Resilience.*
The focus is on personal and professional development.

**Step 1:** Networking! Join the YLD at its first speed networking event designed to give participants the opportunity to meet 10-12 other conference attendees on the first day of the conference.

- Bring plenty of business cards;
- Be prepared to provide a 60-second overview of your law practice and YLD involvement; and
- Enjoy establishing connections with other young lawyers you will see throughout the conference and the bar year.

Direct all questions to Will Johnson at wjohnson@ablawfirm.com