This workshop was held at the 2018 Equal Justice Conference in San Diego, California.

Title:

#Engage: Get social (media) with your volunteers, board members, clients, and more!

Presenters:

Maria Duvuvuei, Community Legal Aid, Akron, OH
Claud Nelson, The Florida Bar Foundation, Maitland, FL
Julia Wilson, OneJustice, San Francisco, CA

Over 2.5 billion people today have social media accounts, and the average person spends more than 2 hours on them each day. Whether you’re a social media master or have never sent a tweet, this interactive session will share some tricks and tools to help engage your audience, no matter who they are.
#ENGAGE
GET SOCIAL (MEDIA) WITH YOUR VOLUNTEERS, BOARD MEMBERS, CLIENTS, AND MORE!

#EJC2018 #ENGAGE

AGENDA

- Introductions
- Social Media 101
- Case study examples
  - Donor engagement
  - Volunteer engagement
  - Client engagement
- Live group work
Introductions

Julia Wilson
CEO
One Justice
CA

Claud Nelson
Pro Bono Program Officer
The Florida Bar Association
FL

Maria Duvuvuei
Communications & Development Director, Community Legal Aid
OH

Connect with us! #EJC2018 #ENGAGE

OneJustice
- @OneJusticeOrg
- www.facebook.com/OneJustice/
- www.linkedin.com/company/onejustice/

The Florida Bar Foundation
- @FL_Bar_Found
- www.facebook.com/TheFloridaBarFoundation/
- www.linkedin.com/company/florida-bar-foundation/

#EJC2018 #conference hashtag
Introductions

► Your turn! (in groups)
  ► Name
  ► Role/Organization/Location
  ► Your social media campaign idea
1/3: What is social media?

- Tool
  - Awareness
  - Relationships
  - Feedback/Input
  - Mobilizing

2/3: Who uses social media?

- 69% US adults
- At least 60% of every demographic
  - Age
  - Race
  - Gender
  - Income
  - Education
  - Community type

Notes: Numbers may not add to 100 due to rounding. Surveys conducted Jan 3-10, 2018.
 rooftop RESEARCH CENTER
3/3: How can we leverage it?

The Process:
- How do I identify my audience?
- How do I pick the right tools?
- How do I plan my messaging?
- How do I build in my call-to-action?
- How do I follow-up?
- How do I measure success?

The Mechanics:
- How do I “staff” it?
- What policies/procedures do I need?
- Where do I generate content?
- What software do I need to make it happen?

Step 1: Understanding Your Audience
Step 1: Understanding Your Audience

- Questions to ask:
  - Who am I trying to reach?
  - What platforms do I have?
- Tips for Messaging
- Case Study 1:
  - The Florida Bar Foundation
  - Pro Bono Week

Step 1: Who am I Trying to Reach?

- Pro Bono Week 2017 Audience:
  - Pro Bono Lawyers
  - Civil Legal Aid Programs
  - Community Stakeholders
Step 1: What Platforms do I Have?

- Pro Bono Week 2017 Platforms:
  - Foundation Twitter
  - Pro Bono Twitter
  - Facebook
  - LinkedIn

- Others:
  - Youtube
  - Instagram
  - Google+
  - Etc.

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Step 1: Creative Posts

- Pro Bono Week 2017 Posts:
  - Pop Culture
  - Calls to Action
  - Hero Spotlights

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Step 1: Your Turn!

- Questions to ask:
  - Who am I trying to reach?
  - What platforms do I have?
  - What are my metrics?

Step 2: Planning Your Messaging
Step 2: Planning Your Messaging

Questions to ask:
- What is my message?
- How do I build in my call-to-action?
- How do I engage ambassadors?
- How do I follow-up?
- How do I plan my messaging?

Case Study 2:
- OneJustice
- #Race4Justice Fundraiser

Plan + Call to Action

Define the Call to Action
- What should the audience do?
- Interaction & Influencers

Next: Create Your Calendar (Plan)
Step 2: Your turn!

- Questions to ask:
  - What is my primary content??
  - What is my call-to-action?
  - How will I activate ambassadors?
  - How do I follow-up?

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Step 3: Measuring Success
Step 3: Measuring Success

- Why metrics?
- How to measure?

Case Study 1:
- The Florida Bar Foundation
- Pro Bono Week

Step 3: What are my Metrics?

- Learn the Lingo:
  - Impressions
  - Engagements

- Which to Choose:
  - Purpose of Campaign
  - Call to Action
  - Spreading the Word
Step 3: Your Turn!

- What are your metrics?
- How will you measure?
- What will you do with that information?

Step 4: The Mechanics
Step 4: The Mechanics

▶ SM "staff"
▶ Policies
▶ Software/Programs

▶ Case Study 3:
  ▶ Community Legal Aid
  ▶ Client engagement

Case Study 3:
Community Legal Aid
Client engagement

Wednesday, 25th April

Legal Aid is heading in an exciting new direction. Come learn about Legal Aid’s new plans for 2018 and beyond. Click here to find an open house near you: https://buff.ly/2rEjHi

Step 4: Examples…

If you are a veteran dealing with legal issues, the #VeteransLegalAid is here to help.
The organization is hosting a veterans’ legal clinic today from 9AM to 4PM at the Canton VA Outpatient Clinic, 733 Market Avenue South Canton, Ohio 44702. More info below:

Attention Low-Income Veterans
- If you are a low-income veteran, there are services for you. Please come and learn about the free legal advice and assistance available to you. There will be workshops and sessions provided by community legal aid organizations.

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Step 4: What policies do I need?

- Policies
- Best practices
- LSC regs

- Samples available online

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Step 4: What programs/software should I consider?

- Scheduling programs
  - Buffer
  - Hootsuite
  - Others
Step 4: Your turn!

Questions to ask:

- What is my “staffing” model?
- Whom do I need to engage inside my organization?
- Whom do I need to engage outside my organization?

Questions to ask:

- Are there best practices I want to share with my team?
- Is there more research I need to do before finalizing my campaign?
- Who’s input should I be getting?
- Is there an approval process for policies/procedures?
Step 4: Your turn!

► Questions to ask:
  ► Do I need assistance from any kind of programs or software?
  ► Do I know what program I want, or do I need to do more research?
  ► What steps should I take to select/implement?

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Tying it All Together
What you should be leaving with...

- An outline for your chosen campaign
  - Defined audience
  - Key messages
  - Platforms you’ll use

- Next steps you need to take in order to implement

- Understanding of how to manage an ongoing social media program

Questions?
Thank you!

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Social Media Best Practices

Social media can be a great way to explain what we do for clients and to remind your friends, family, and connections of the critical importance of civil legal aid. Here are some basic social media tips that you might find helpful.

1. Follow our CLAS social media pages.
   No matter which social media outlet you prefer, “liking” for “following” us makes sure that you see our updates…and helps our outreach stats! Find us on Twitter, Facebook, and LinkedIn.

2. Share our page posts.
   We post daily to our social media pages during the week, and sometimes even on weekends. When you share these posts, we get new followers – and even new volunteers and/or donors! Check out our pages at least once a week and share our posts.

3. Tag us…and others!
   Using the @ sign is a good way to get the attention of a person or organization, as well as gain followers. Tag us by typing @CommLegalAid into your post, then clicking on our name when it appears. Tag others by doing the same, but typing in their name, when you share our posts to help more people see it.

4. Use pictures or graphics whenever possible.
   Studies show that pictures or graphics encourage much greater rates of engagement. These don’t need to be formal “posed” shots. At a clinic? Snap a photo of the presenter and the room, post, and tag us @Community Legal Aid. Traveling in the community? Take a “selfie” and post with a short blurb about how you’re out-and-about on @Community Legal Aid business.

5. Use hashtags.
   A common legal aid hashtag is #LegalAidHelps. Also, when posting about successes or how legal aid impacts low-income and vulnerable people, LSC encourages the use of the hashtag #LSCmatters.

6. LSC’s rules about grassroots lobbying still apply.
   Keep in mind that LSC regulations apply to social media! Keep your posts about legal aid educational, and avoid political or activist posts. For a refresher on LSC guidelines for social media, click here.
<table>
<thead>
<tr>
<th>Date and Time</th>
<th>Story</th>
<th>Text for Facebook</th>
<th>Text for Twitter 1</th>
<th>Text for Twitter 2</th>
<th>FB Graphic (Bold if ready)</th>
<th>Twitter Graphic (Bold if ready)</th>
<th>Link</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday 1/1/18 10:00am</td>
<td>Example post: Remember to use #FLProBonoMatters this week</td>
<td>It's Pro Bono Week! Remember to use #FLProBonoMatters this week!</td>
<td>Remember to use #FLProBonoMatters this week!</td>
<td>Retweet FLProBono</td>
<td>excited dog.jpg</td>
<td>excideddog.jpg</td>
<td><a href="http://www.floridaprobonomatters.org">www.floridaprobonomatters.org</a></td>
<td>Scheduled in Hootsuite</td>
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</tbody>
</table>
HELP ONEJUSTICE: SHARE YOUR PICTURE OR VIDEO

OneJustice is a non-profit organization that works to increase access to legal help for underserved Californians. OneJustice helped plan and coordinate today’s event and we hope to organize similar events in the future.

A picture or video and audio recording of you will help OneJustice show our supporters the great need for free legal help in California, and will help make sure that OneJustice is able to continue organizing events like the one today.

OneJustice is asking for permission to take a photo and/or video and audio recording of you. Any photo and/or video taken of you by OneJustice may be made public and may be used for promotional or educational purposes. OneJustice promises to keep your photo and/or video and audio recording anonymous and will not make your name public unless given explicit permission to do so.

Do you agree to give OneJustice permission to use a photograph, video, and/or audio recording of you? □ Yes □ No

Signature: ___________________________

Print Name: _________________________

Date: ______________________________
<table>
<thead>
<tr>
<th>Date</th>
<th>Story</th>
<th>Text for Facebook and LinkedIn (Foundation only)</th>
<th>Text for Twitter FLProBono</th>
<th>Text for Twitter Foundation</th>
<th>FB Graphic (Bold if ready)</th>
<th>Twitter Graphic (Bold if ready)</th>
<th>Link</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Sunday, Oct. 22</td>
<td>10/20 Ericka will be at 9th Pro Bono Circuit Committee Recognition events Orange County Courthouse at 3:00</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<td>N/A</td>
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<tr>
<td>Monday, Oct. 23</td>
<td>7:40am</td>
<td>It’s Pro Bono Week! Remember to use #FLProBonoMatters this week!</td>
<td>Remember to use #FLProBonoMatters this week!</td>
<td>Remember to use #FLProBonoMatters this week!</td>
<td>N/A</td>
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<tr>
<td>Monday, Oct. 23</td>
<td>9:30am</td>
<td>New case available - claud will send 10/20</td>
<td>Pro Bono attorney needed! If you have interest in it? Tagalad needs you. Tell them you're interested at FloridaProBonoMatters.org</td>
<td>What is one the easiest ways for young attorneys to get court experience? By taking a pro bono case! Find one now on FloridaProBonoMatters.org</td>
<td>Retweet FLProBono</td>
<td>Screen shot</td>
<td>Screen shot</td>
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<tr>
<td>Monday, Oct. 23</td>
<td>12:20pm</td>
<td>Why is pro bono beneficial? Court experience for young attorneys</td>
<td>After Hurricane Matthew, FloridaProBonoMatters.org quickly created a new feature to allow legal aid organizations to post free clinics like this one. Check out the site for your area.</td>
<td>After Irma, we created a feature to allow legal aids to post free clinics like this. More on our site &amp; more to come. #FLProBonoMatters</td>
<td>Retweet FLProBono</td>
<td>Screen shot</td>
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<tr>
<td>Monday, Oct. 23</td>
<td>2:15pm</td>
<td>New feature - hurricane clinics</td>
<td>After Hurricane Matthew, FloridaProBonoMatters.org quickly created a new feature to allow legal aid organizations to post free clinics like this one. Check out the site for your area.</td>
<td>We're not just a Pro Bono Hero, she's a Hurricane Pro Bono Hero! @jake_probono @FloridaBar @sorrel_safe</td>
<td>Retweet FLProBono</td>
<td>Karen hurricane hero</td>
<td>Karen Hurricane hero</td>
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<td>Monday, Oct. 23</td>
<td>5:20 pm</td>
<td>Hurricane Pro Bono Hero Karen Casperides</td>
<td>Let up on Monday after Hostos: clear out a few spots</td>
<td>She's not just a Pro Bono Hero, she's a Hurricane Pro Bono Hero! @jake_probono @FloridaBar @sorrel_safe</td>
<td>Retweet FLProBono</td>
<td>Karen hurricane hero</td>
<td>Karen Hurricane hero</td>
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<td>Monday, Oct. 23</td>
<td>9 pm</td>
<td>Bar Journal story - pro bono pros and how to become one</td>
<td>Need some bedtime reading? Cozy up w/ this article to learn how to become a pro bono pro. #FLProBonoMatters @BarJournal</td>
<td>Need some bedtime reading? Cozy up w/ this article to learn how to become a pro bono pro.</td>
<td>Retweet FLProBono</td>
<td>Screen shot</td>
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<td>Tuesday, Oct. 24</td>
<td>6:35am</td>
<td>Donny MacKenzie Article</td>
<td>Many thanks to Donny MacKenzie for an insightful article during Pro Bono Week on why pro bono work is so valuable, especially after a natural disaster like Irma. #FLProBonoMatters Tags: Holland &amp; Knight</td>
<td>N/A</td>
<td>N/A</td>
<td>Giphy</td>
<td><a href="https://www.jaxdailyrecord.com/article/guest-column-natural-disasters-underscore-need-for-pro-bono-legal-services">https://www.jaxdailyrecord.com/article/guest-column-natural-disasters-underscore-need-for-pro-bono-legal-services</a></td>
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<td>Tuesday, Oct. 24</td>
<td>10am</td>
<td>Website - first in nation</td>
<td>Florida Pro Bono Matters, an in-house project of The Florida Bar Foundation, is the first in the nation to build an online portal for legal aid programs, regardless of whether FBF funds them or not, across the state to share cases and clinics in need of a pro bono attorney. Innovation that leads to greater access to justice for Floridians is what matters. #FLProBonoMatters</td>
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<td>Tuesday, Oct. 24</td>
<td>11am</td>
<td>Story - Brevard legal seminars - Jessica</td>
<td>Brigitta Hawkins, founder of Space Coast Community Law School, is a pro bono hero! She has provided more than 400 hours of pro bono service. Check her out! Brigitta Hawkins, founder of Space Coast Community Law School, is a pro bono hero! Check her out! Link @SCCLS2016</td>
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<td>Tuesday, Oct. 24</td>
<td>2:10pm</td>
<td>ABA research</td>
<td>Don't think you have enough time to take on a case pro bono? Most attorneys report that pro bono work is consistent with their expectations of time and complexity. Look for one now on FloridaProBonoMatters.org. Retweet FLProBono</td>
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<td>Tuesday, Oct. 24</td>
<td>8:45 pm</td>
<td>Quaran veterans pro bono training save the date</td>
<td>Save the date! FloridaProBono.org just got a makeover! Retweet FLProBono</td>
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<td>Wednesday, Oct. 25</td>
<td>8:30am</td>
<td>We love pro bono attorneys</td>
<td>More than 425 (!!!) pro bono attorneys have helped staff the Florida Disaster Legal Services hotline, and they're still at it. If you are in need of legal assistance, call 866-550-2929. American Bar Association ABA Young Lawyers Division #FLProBonoMatters</td>
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<td>Retweet FLProBono</td>
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<td>Wed., Oct. 25 11am</td>
<td>Welcome New pro bono program officer</td>
<td>Please help us welcome Claud B. Nelson III to The Florida Bar Foundation as our new program officer! Claud will work to foster pro bono relationships and collaborations with bar associations, law firms, courts, law schools, legal aid organizations and other groups. #FLProBonoMatters</td>
<td>Welcome Claud B. Nelson III to The Florida Bar Foundation as our new pro bono program officer! <a href="http://twe.ly/uGo330fKAik">http://twe.ly/uGo330fKAik</a> #FLProBonoMatters</td>
<td>Claud pic</td>
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<td>Wed., Oct. 25 12:30pm</td>
<td>David S. Pumpkins? Walking Dead? Halloween?</td>
<td>We can think of one thing scarier than David S. Pumpkins: A world with no pro bono attorneys. #FLProBonoMatters</td>
<td>We can think of one thing scarier than David S. Pumpkins: A world with no pro bono attorneys. #FLProBonoMatters</td>
<td>between fpbm davidspumpkins live.gif David S. Pumpkins</td>
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<td>Wed., Oct. 25 3:15pm</td>
<td>Hurricane cases will be available</td>
<td>Florida Legal Aids are working nonstop to help hurricane survivors. Attorneys, check FloridaProBonoMatters.org now for hurricane-related cases. #FLProBonoMatters</td>
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<td>Retweet FLProBono hurricane and fpbm logo hurricane and fpbm logo</td>
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<td>Wed., Oct. 25 5:15pm</td>
<td>Pro Bono Hero - Kirk Eason</td>
<td>Kirk Eason, of Palmello Law PA, is a Pro Bono Hero! He volunteered 122 hours to help a tenant living in deplorable conditions rescind his lease, and in the process represented 5 other tenants who joined the suit. Together, they recovered enough money to relocate due to the need for the building to be renovated. #FLProBonoMatters</td>
<td>Kirk Eason, of Palmello Law PA, is a Pro Bono Hero! He volunteered 122 hours to help a tenant living in deplorable conditions rescind his lease, and in the process represented 5 other tenants who joined the suit. Together, they recovered enough money to relocate due to the need for the building to be renovated. #FLProBonoMatters</td>
<td>Retweet FLProBono esoon hero esoon hero</td>
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<td>Wed., Oct. 25 8:25pm</td>
<td>New site feature - share a case</td>
<td>Have you seen a case on FloridaProBonoMatters.org that would be perfect for a colleague? You can easily share it by clicking on the share button to automatically copy the link. Then just paste it in an email or message!</td>
<td>Have you seen a case on FloridaProBonoMatters.org that would be perfect for a colleague? You can easily share it by clicking on the share button to automatically copy the link. Then just paste it in an email or message!</td>
<td>Retweet FLProBono shareacasefb.jpg howtoshare.jpg</td>
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<td>Thursday, Oct. 26 8am</td>
<td>Legal aids - tag everyone we fund</td>
<td>Every day, pro bono attorneys work to support the poor and underrepresented in so many different ways. Legal aids, comment below and tell us about unique pro-bono opportunities you’ve offered this year. We’re all ears! #FLProBonoMatters</td>
<td>Everyone we fund</td>
<td>sculpture ear</td>
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<tr>
<td>Thursday, Oct. 26 10:45am</td>
<td>Website - # of cases taken</td>
<td>**Schedule once Hostosnie has cleared posts Since the launch of Florida Pro Bono Matters in February, the site has displayed 146 matters from 19 organizations. Please help us to keep spreading the word - #FLProBonoMatters is the easiest way to find a pro bono case!</td>
<td>#FLProBonoMatters by the numbers.</td>
<td>Retweet fpbm numbers.jpg numbers.jpg</td>
<td></td>
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</tbody>
</table>
Thursday, Oct. 26
12:30pm
Story - Tallahassee veterans - Jessica
**Schedule once Hootsuite has cleared posts. When organizations collaborate, more people are helped as the Tallahassee Veterans Legal Collaborative grows.**

Thursday, Oct. 26
1:30pm
Bar Journal Story - Girl Scout
12:30pm
KTBT @CarltonFields staff spent 100+ hours of pro bono work for @gwcf @FLProBonoMatters @FLBarJournal http://t.co/0/H90IAhuM

KTBT @CarltonFields staff spent 100+ hours of pro bono work for @gwcf @FLProBonoMatters @FLBarJournal http://t.co/0/H90IAhuM
girl scout pic

Thursday, Oct. 26
2:35 pm
New site feature - texting
Set your parameters now! Receive notifications when a pro bono case is posted in your area of law, geographic area and more. More than 100+ hours of pro bono work for the Girl Scouts of West Central Florida. #FLProBonoMatters #FLProBonoMatters @FLBarJournal

Thursday, Oct. 26
4:15pm
text when a pro bono case is posted based on your area of law, geographic area and more. #FLProBonoMatters #FLProBonoMatters

Thursday, Oct. 26
5:00pm
New site feature - texting
Set your parameters now! Receive notifications when a pro bono case is posted based on your area of law, geographic area and more. More than 100+ hours of pro bono work for the Girl Scouts of West Central Florida. #FLProBonoMatters #FLProBonoMatters @FLBarJournal

Thursday, Oct. 26 10/25 or 10/26
Tentative ABA HYLN Pro Bono event in Miami

Thurs. Oct. 26
8:30 pm
Past pro bono award winner
N/A

Friday, Oct. 27
9:15am
Stranger things
If only Eleven had a pro bono attorney. #FLProBonoMatters #Eleven

Retweet
strangerfb.jpg stranger.jpg

Friday, Oct. 27
11am
Case from FPBM
Three Rivers Legal Services has just posted a new case on FloridaProBonoMatters.org. Check it out! https://t.co/NI50nMK58 https://t.co/sji0BRHvM1

This is the first case from Three Rivers Legal Services on FloridaProBonoMatters. Let's get them a pro bono attorney! https://t.co/NI50nMK58 https://t.co/sji0BRHvM1

Retweet
FPBM screen shot

Friday, Oct. 27
2:40pm
Thank you for support of pro bono week
Thank you for supporting Pro Bono Week, #FLProBonoMatters and the attorneys who do this important work for our most vulnerable communities. We hope that we achieved our goal this week to inspire and encourage more attorneys to take on pro bono work!

Retweet
FLProBonoWeek @FLProBonoMatters

We hope Pro Bono Week inspired you to take a case & we'd love to hear if you did. Use #FLProBonoMatters and tell us about it!

4pm ad
https://t.co/2a7d0CllQ3

Thanks gift - live thank you
HYLN - encourage affiliates to do it; thank firms who have matched with shelters. Thank you to the amazing firms who have matched with a shelter to support the ABA’s Homeless Youth Legal Network. Greenberg Traurig, Holland & Knight, Akerman LLP. This important pro bono work for our most vulnerable children. HYLN.

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Bar Journal story - Hamilton

Closing out this Pro Bono Week with a special story first told in The Florida Bar Journal. Pro Bono work is extremely important. We’re honored to support those like the late John Hamilton who work to bring justice to more Floridians. Foley & Lardner LLP, Holland & Knight, Tom Young, Legal Aid Society of the Orange County Bar Assn. #FLProBonoMatters

Closing Pro Bono Week in a special story. Pro Bono work so very important. @FoleyandLardner @lasocba #FLProBonoMatters