9:30 a.m. - 10:35 a.m.

Strategic Communications Sprints
Karen Korr
Communications Director, San Diego County Bar Association
Let’s Get Digital

Karen Korr
Director of Communications
San Diego County Bar Association
“We don’t have a choice on whether we DO social media, the question is how well we DO it.”

-Erik Qualman, Socialnomics
Social Media Explained

Twitter  I am eating a #donut
Facebook  I like donuts
Foursquare  This is where I eat donuts
Instagram  Here’s a vintage photo of my donut
YouTube  Watch me eating a donut
LinkedIn  My skills include donut eating
Pinterest  Here’s a donut recipe
Last.fm  Now listening to “donuts”
Google+  I am a Google employee who eats donuts

Please reshare!  JeffHester.net
How Big Is Facebook?

Facebook has more active users than China has people (figures in billions)

- Facebook Monthly Active Users: 1.39
- Population of China: 1.36
- Population of India: 1.24
- Population of the United States: 0.319

Source: Facebook, CIA World Factbook
Three Basic Rules:

• Be Human

• Be Concise

• Be Visual
As a leader, your social media presence gives you:

• Greater visibility for you and your firm

• Countless opportunities to engage with and form relationships with members and other leaders

• An opportunity to carry a bigger megaphone for all that your Association is doing
Social media is meant to be social – view each platform as a networking event:

• Go in with a plan

• Work the room

• Show some personality and engage

• You don’t need to go to every party - go where you feel comfortable engaging.
San Diego County Bar Association

Posted by Lizzie Mahoney Boyer [P]
December 5, 2014

Congratulations to our 2015 Board President Richard Huver! #SteppingUpSDCBA

"It is my honor and my privilege to serve as the 106th president of the San Diego County Bar Association... I'm looking forward to working with our new and continuing board members to make 2015 another great year" — with Richard Huver.
Friday night, I was honored to be sworn in as the 106th President of the San Diego County Bar Association. Founded in 1889 SDCBA is one of the largest Regional bar associations in the country. Congratulations and thanks to my good friend and outgoing President Jon Williams on a job well done.
San Diego Lawyer Magazine changed their profile picture.
Posted by Lizzie Mahoney Boyer on December 9, 2014.

331 people reached
Like · Comment · Share · 2

PHOTO GALLERY

STEPPING UP TO THE BAR
Photos by Larain Fakali
On December 5, the SDCBA’s 2013 President Richard Hauer, and newly-elected board members were sworn in at the SDCBA’s annual holiday celebration Stepping Up to the Bar. A special thank you to event sponsor Canary Prime Bank, Minyard, Thrones Litigation Services, Ellin, Inverness, AHERN Insurance Brokers and Antica.

See more photos on our Facebook page: www.facebook.com/sandiegocountybar

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Looking at your overall strategy:

• Are your social media messages consistent with how you are communicating across other platforms?

• What are your goals and objectives for your social media presence?

• How does this complement the overall Association social media vision?
Your communications should:

• Reinforce bar messaging, support bar volunteers, and encourage discussion and/or engagement

• Focus on what you know – you aren’t expected to comment on all areas of the law or all bar programs

• Reflect your personality and your voice.
Where does the content come from?

• You create it – you post information about your area of practice, your Bar’s activities, your world, and invite discussion.

• Your share the content of others – you follow others and filter what is important for the audience that you serve.

• You participate – you actively engage and discussions and your voice adds something relevant.
Where does the content come from?

• Who you follow - smart law reporters, bloggers, trend-spotters, others who engage conversations

• Local reporters, law school faculty members, law related organizations, your own members

• Your association publications and website

• Other Bar Associations
SDCBA General Social Media Strategy:

The SDCBA aims to add value or provide meaningful input to the conversation, through the lens of being the voice of and the hub for San Diego’s legal community, and/or to encourage dialogue on important matters that affect our membership.
Posting Guidelines for SDCBA

Post:

• Is there value in this post for SDCBA members specifically?

• Is the tone of the posting consistent with the SDCBA’s voice and brand?

• Will the post create a positive perception of the legal profession and San Diego’s legal community?
Posting Guidelines for SDCBA

Post:

- Does the posting represent an important trend or a changing dynamic for the profession?

- There is something in this post that is interesting or impactful to practicing lawyers, law students, or other legal professionals in San Diego that would not be interesting or impactful to the general public?

- Does the post further the SDCBA’s position as the “voice” of the legal community?
Posting Guidelines for SDCBA

Proceed with caution - strongly consider whether the SDCBA adds to this conversation in a meaningful way if:

• This post can be construed as political or controversial in any way, or there will be a strong division of opinion among members of the SDCBA about the matter of this post.

• The post shows a bias or overly presents one particular point of view in a way which could be attributed to an SDCBA bias.
Posting Guidelines for SDCBA

• If the subject negatively reflect the legal community, particular law firms, or particular attorneys or is disparaging.

• There is an individual or organization that has already shared this post sufficiently and our posting would seem duplicitous and would not add value to the conversation.
Posting Guidelines for SDCBA

Do not post:

- This post serves a commercial or sales purpose for non-SDCBA goods or services, with the exception of SDCBA Member Benefit partners, event sponsors, and other pre-approved vendor partners.

- The information or subject matter of this post does not maintain the professional and ethical standards of the SDCBA.
Twitter Examples

News story that highlights bigger trend/changing dynamic:

Trend towards LA and SD Merging into “Southern California” Offices? RT: @dailyjournal X & Y Partners to Close San Diego Office

Bigger firms moving to San Diego. Is biotech or real estate driving the shift? RT: @sdbusinessjournal 2 Big Law Firms Opens San Diego Offices
Twitter Examples

Create discussion/engagement:

Crossing the state border and an ethical line? What are the challenges of having a multijurisdictional practice? CA/AZ discussed in latest SD Lawyer.

Attorney Jan Smith tells SD Lawyer she met her last client in line at Disneyland. What’s the strangest way you’ve ever found a case?
Twitter Examples

National News – Voice of San Diego’s Legal Community:

What immigration reform means for San Diego county; Immigration Section Chair gives overview of DHS program: www.sdcba.org/immigration.

Bombing suspect represented by SD’s Jan Smith; 3rd nationally prominent case in last 5 years RT:@nytimes Suspect in custody, fam hires counsel
@MelissaDeleon @EricGanci @cleasettle @KateMayerHarrigan What should @omarpassons & I discuss @sdcoutrybar? #sdcbasil2tweet

@cleasettle @spattersonlaw @omarpassons @sdcoutrybar I'm also a fan of live-tweeting events - CLEs & fun stuff. #sdcbasil2tweet

@spattersonlaw @omarpassons @sdcoutrybar How are "tweetups" different than other events? I have yet to attend one.

7:21 AM - 11 Feb 2015 · Details

Reply to @spattersonlaw @cleasettle @omarpassons

@omarpassons @sdcoutrybar @cleasettle @spattersonlaw just a moderately clever mashup of tweet & meetup: among people who met primarily through Twitter

@cleasettle @spattersonlaw @sdcoutrybar Like @omarpassons said, tweetup is a virtual meetup. Some orgs/media hold live chats on specific topics.

@omarpassons @sdcoutrybar @cleasettle Oh no, I wasn't calling a Tweetup a virtual meetup. I actually think it's when virtual goes actual

@sdcoutrybar @cleasettle Yes as @omarpassons said it's a way for twitter users to get to know virtual connections face-to-face

@omarpassons @sdcoutrybar @cleasettle Ah, I always thought of tweetups as virtual gatherings, but it also could be live meet of tweeps
Stacie Patterson @spattersonlaw · Feb 11
Why did you start tweeting? What do you get out of it? #sdcbalearn2tweet @janicebeyondlaw @dannyturek @sdcountybar @crosbyattorney

Danny Turek @dannyturek · Feb 11
@spattersonlaw @sdcountybar @crosbyattorney @janicebeyondlaw As a law student, I want to gain a good presence from the start... youneverknow

Stacie Patterson @spattersonlaw · Feb 11
@dannyturek @sdcountybar @crosbyattorney @janicebeyondlaw Correct you never know but have you experienced a benefit? #sdcbalearn2tweet.

Danny Turek @dannyturek · Feb 11
@spattersonlaw @sdcountybar @crosbyattorney @janicebeyondlaw Absolutely. Established relationships & recvd great advice @vitaladvocacy
Quickest ways to create engagement?

- Tag/call out an individual or an organization directly
- Tell your story with a picture
- Keep it social – be you!
Mark Mathewson
Director of Publications, Illinois State Bar Association
Strategic Communication Sprints
Put Your Best Foot Forward

Meredith Z. Avakian-Hardaway
@MZApoetry

Presented by the ABA Standing Committee on Bar Activities and Services and the Division for Bar Services
Put Your Best Foot Forward...

...Not in Your Mouth
| **3P’s** |
|-----------------|---------------------------------------------------------------------|
| **Purpose**     | Share in-person communications best practices                      |
| **Process**     | Discuss good/bad examples and review Top 10 Tips                   |
| **Product**     | Useful and practical tips to help prepare Bar leaders for face-to-face speaking engagements |
Examples of in-person communications for Bar leaders?

- Presentations
- Speeches
- Media interviews
- Meetings
- Special remarks
BLI is in Chicago

How cool is that?!?
How do they do it?!?

• Innate ability (natural skill sets)
  – Know your strengths (weaknesses)
• Knowledge & practice
  – Executive coaching
    • Effective listening
    • Effective speaking
• Non-verbal communication
Top 10 Tips

1. **Game Plan** – Map out your goal(s)
2. **Who’s there?** – Know your audience
3. **Don’t read** – Be visual and paint pictures with your words
4. **WTF** – Avoid using acronyms or jargon
5. **Time’s Up!** – Be mindful of time

(Note: This one is especially important for lawyers.)
Top 10 Tips (cont’d)

6. “Listen” – Pay attention to audience

7. Open up – Your body (language) says more than you do verbally

8. Emotions – Gauge the appropriate tone/pace/level/stance for the occasion

9. Practice - Makes perfect!

10. Trust the PRos – People do this for a living, so leverage your resources
THANK YOU!

“COMMUNICATION WORKS FOR THOSE WHO WORK AT IT.”

John Powell

@MZAPoetry  mzah@philabar.org