NABE Mid-Year Meeting 2013
Dallas

Wednesday, February 6, 2013
Second Session of NABE Concurrent Track Programs
11:30 a.m. – 12:30 p.m.
Track 2A: Social Media Master Class

General Social Media Tips
Image Specs Cheat Sheet
Facebook Resources and Tips
LinkedIn Resources and Tips
Twitter Resources and Tips
General Tips for Social Media

1. Create a social media landing page on your website that shows all your social media urls and describes what each outlet’s purpose.

   Use this url in print and elsewhere to direct traffic to this page.

   Example: [www.sfbar.org/social-media](http://www.sfbar.org/social-media)

2. Ask each department at your bar to provide you with 10 to 20 generic tweets/LinkedIn/Facebook posts about CLE, membership, lawyer referral program, etc so you can schedule them into social media. These are not event related or timely – they are general in nature.
   a. See examples on page 3 that our Lawyer Referral and Information Service sent me to add into the Twitter schedule

3. Have a handy cheat sheet for your designer – post-it note sized is fine – that they can attach to their computer monitor - that lists specs of the most often needed images on Social Media.  [See next page for example]

Twitter Specific Tips

4. Ask your CLE Department to ask speakers for their Twitter handles or their firms when they are planning a seminar

5. If your goal is to get RTs always make your Tweet shorter than 140 characters to allow for your twitter handle to be included with the RT
   a. Example: “RT @SFBAR” is 9 characters, so you will need to make your tweet in the 130 character range or less.

LinkedIn Specific Tips

6. Ask your bar staff to join your bar association LinkedIn Group and:
   a. Repost content, when appropriate, to their own accounts
      Example: job openings at your bar
   b. Post their own discussions – as they relate to their department’s needs - to the LinkedIn Group
   c. Engage members of the Group by
      i. answering members’ questions, liking discussions, etc.
      (in other words, don’t make the Group administrator the only one that does the work)
Cheat Sheet for Image Specs on Social Media

LinkedIn Cover photo: 646 x 220 px
Products/Services: 100 x 80 px
Company square logo: 50 x 50

Facebook Cover photo: 851 x 315 px
Facebook profile/event photos: must be at least 180 pixels wide

Twitter Cover photo: 1252 x 626
Profile photo: 81 by 81 px

Also include: Your electronic publications’ image specs

This below link, includes YouTube, Google + and Pinterest as well.
More and more of us have been using Facebook for our associations. And in the past few years, its presence has grown. According to Facebook itself:

- There are 1 billion monthly active users as of fall 2012.
- There were 584 million daily active users on average in September 2012.
- 604 million monthly active users used Facebook via their mobile products as of September 30, 2012.
- Approximately 81% of the monthly active users are outside the U.S. and Canada.

(Source: Facebook Press Room)

Here are a few infographics that tell the story, courtesy of creotivo.com

(Infographics by creotivo.com)
So … We’ve grown accustomed to Facebook. We know it can be helpful at engaging our members and getting some messages out. But how do we take our use to the next level? How do we use this free and revolutionary tool as we move into 2013?

Included in Facebook (or available as an add-on) are some remarkable features your association may not be using. Here are examples (and some citations among many) of a few of those tools we’ll cover:

- Maximizing the larger real estate of your Facebook profile photo

- Improving Your SEO By Updating Your Facebook URL
  [http://www.facebook.com/username](http://www.facebook.com/username)

- Using the About Box & Info Tab

- Increasing Inbound Links With “Like” Boxes

- Incorporating Facebook into your organization’s blog (and vice versa)
  [http://www.facebook.com/networkedblogs](http://www.facebook.com/networkedblogs)

- Adding Google Analytics to your Facebook Page

- Posting (More) Multimedia on Your Facebook Page

The challenge of the next decade will be to engage members through channels they prefer. Two graphics from the 2012 Millennial Impact report demonstrate the preferences of the highly educated 20-35-year-old information consumer.

All of the tools covered in this workshop—and others—can be used relatively easily. Each may make a difference in attracting readers to your page, and keeping them there with your great content.

—Tim Eigo
State Bar of Arizona
LinkedIn Resources and Tips

Step-by-Step Guide to New Company Pages
Resource: Hubspot

Setting Up a Group Page
Resource: LinkedIn Learning Center Groups
http://learn.linkedin.com/groups/

Blogs/eNewsletters

LinkedIn Blog
News about new features, including company and group pages, Board Connect, etc.
http://blog.linkedin.com/

  Suggested read
  
  FAQs about LinkedIn Company Pages
  Introducing a new look for your company page

Wild Apricot Blog
Advice for your organization, news, tips and free webinars on engaging members through social media
http://www.wildapricot.com/blogs

  Suggested reads
  
  3 New LinkedIn Enhancements Might Strengthen Your Community
  Can LinkedIn Recommendations Grow Your Membership?

Social Media Examiner
Offers daily tips on social media monitoring, best practices, new social media features
www.socialmediaexaminer.com

  Suggested reads
  
  How to Build a Thriving LinkedIn Group
  5 Tips for Using the New LinkedIn Company Pages

Twitter
@LinkedInExpert
@smexaminer
@Hubspot
@wildapricot
HASHTAGS

<table>
<thead>
<tr>
<th>THE D.C. BAR GENERAL HASHTAGS (#)</th>
<th>Best Used with</th>
</tr>
</thead>
<tbody>
<tr>
<td>The D.C. Bar</td>
<td>#DCBar</td>
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<tr>
<td>Pro Bono Program—Community</td>
<td>Topical #’s that apply to Tweet.</td>
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<tr>
<td>Economic Development</td>
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<td>CLE Program</td>
<td>#DCBCLE</td>
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<td>Sections</td>
<td>#DCBS</td>
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<td>The Washington Lawyer</td>
<td>#DCBWL</td>
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<td>Regulatory Counsel—Lawyer</td>
<td>Topical #’s depending on article and messaging.</td>
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<td>Assistance Program &amp; Practice</td>
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<td>Management Advisory Service</td>
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<td>Corporation, Finance &amp; Securities Law</td>
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<td>Courts, Lawyers &amp; the Administration of Justice</td>
<td>#DCBCLAS</td>
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<td>Criminal Law &amp; Individual Rights</td>
<td>#DCBLIR</td>
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<td>District of Columbia Affairs</td>
<td>#DCBDOCA</td>
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<td>Environment, Energy &amp; Natural Resources</td>
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<td>Estates, Trusts &amp; Probate Law</td>
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<td>Family Law</td>
<td>#DCBFL</td>
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<td>Government Contracts &amp; Litigation</td>
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<td>Tort Law</td>
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<td>Litigation</td>
<td>#DCBL</td>
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<td>Health Law</td>
<td>#DCBH</td>
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<tr>
<td>Arts, Entertainment, Media &amp; Sports Law</td>
<td>#DCBARTS</td>
</tr>
</tbody>
</table>

SECTION HASHTAGS (#)

Created by Jamie T. Hines, D.C. Bar Senior Social Media Specialist
Email: jhines@dcbar.org
LinkedIn: www.linkedin.com/in/jamiehines/
# TWITTER DAILY THEME CALENDAR

(great to coordinate with all social media postings)

<table>
<thead>
<tr>
<th>Department</th>
<th>Greater Good Mondays</th>
<th>Practice Area Tuesdays</th>
<th>New Lawyer Wednesdays</th>
<th>Professional Thursdays</th>
<th>Social Fridays</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Focus</strong></td>
<td>D.C. Bar Pro Bono Program/Event Highlights</td>
<td>Section Events/ Highlights</td>
<td>New/ Young Lawyer</td>
<td>Professional Development—CLE Courses</td>
<td>Breaking Ethics Decisions (if any from the Bar)</td>
</tr>
<tr>
<td><strong>Secondary Focus</strong></td>
<td>Nonprofit news</td>
<td>Practice Area News, LAP</td>
<td>Law Students</td>
<td>Law Practice Mgmt &amp; Lawyer Assistance Program</td>
<td>Ethics &amp; Social Media/ Technology news</td>
</tr>
<tr>
<td><strong>Tertiary Focus</strong></td>
<td>Judicial, DOJ and other current events</td>
<td>ABA news and other current events</td>
<td>Section Events, CLE Courses, other departments as needed.</td>
<td>Legal Marketing</td>
<td>Law Practice Mgmt, LAP, CLE</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>Basic social media information sharing and engagement that will continue to build all target audiences. Member Benefits, D.C. Bar job announcements, strategic partner announcements, and other special events.</td>
<td></td>
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</tr>
</tbody>
</table>

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Email: jhines@dcbar.org  
LinkedIn: [www.linkedin.com/in/jamiehines/](http://www.linkedin.com/in/jamiehines/)
<table>
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<tr>
<th></th>
<th>@</th>
<th>#</th>
<th>Other</th>
</tr>
</thead>
</table>
| **Twitter** | Use the @ Symbol in your Tweet to mention another person by username.  
This calls attention to that person and can spark a conversation.  
This Tweet will appear on your public timeline, but will appear in that person’s notifications. | Use the # symbol in your Tweet to give it a topic.  
**Example:** Do you or someone you know need legal services?  
[http://bit.ly/Pjy9YQ](http://bit.ly/Pjy9YQ) #probono | Use the Twitter search bar in order to see all Tweets about a particular topic or to find what is being said about you on Twitter—even if you are not notified through use of the @ symbol. |
| **Facebook** | Just like Twitter—use the @ symbol to mention one of your friends by name on your posts.  
The person you used the @ symbol for will be notified that you “tagged” them in a post.  
Is also used on discussion posts in the comment section to directly reply to individuals on the discussion stream. | N/A | Facebook privacy settings are very intricate. Option to control your entire FB profile; who sees your photos, posts, account activity. |
| **LinkedIn** | N/A | Can use #’s to give your status update a particular topic.  
Click on the # and you will find other people who have used the same hashtag. | This is a great way to find new connections or people with mutual interests.  
You have the option of making your status update visible to everyone or only for your connections.  
You can also control the privacy settings of your account activity. |
# Twitter Resources

## LOGO USE & BRANDING

<table>
<thead>
<tr>
<th>How to use the logo &amp; brand</th>
<th><a href="https://twitter.com/logo">https://twitter.com/logo</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adding Twitter buttons to your website</td>
<td><a href="https://twitter.com/about/resources/buttons">https://twitter.com/about/resources/buttons</a></td>
</tr>
<tr>
<td>Twitter for Business</td>
<td><a href="https://business.twitter.com/">https://business.twitter.com/</a></td>
</tr>
</tbody>
</table>

## RETWEETING (RT)

| How to Retweet the right way in 4 easy steps | http://bit.ly/Zw58sI |
| FAQs about Retweets | http://bit.ly/10hVsbl |
| 10 Reasons I don’t Retweet You and Your Content | http://bit.ly/XmXgKn |

## SOCIAL MEDIA DASHBOARDS

| Hootsuite | http://hootsuite.com |
| Social Motus | http://www.socialmotus.com |
| TweetDeck | http://www.tweetdeck.com |

## METRICS

| Tweet Stats | http://www.tweetstats.com/ |
| Klout | www.klout.com |
| Twitalyzer | www.twitalyzer.com |
| TwitterCounter | http://twittercounter.com |

## HASHTAGS

| Hashtags | http://www.hashtags.org/ |

## TWITTER ETIQUETTE

| Twitter Etiquette 101 | http://bit.ly/VUT2rs |
| Twitter Terms You Must Know | http://bit.ly/XmZzx5 |

## MOBILE

| 5 iPhone Apps That Do More Than Just Tweet | http://on.mash.to/Smbzkl |

## ALERTS

| Twilert | http://www.twilert.com |
| Google Alerts | http://www.google.com/alerts |
| TweetBeep | http://tweetbeep.com |
| TweetAlarm | http://www.tweetalarm.com |

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Created by Jamie T. Hines, D.C. Bar Senior Social Media Specialist
Email: jhines@dcbargroup.org
LinkedIn: www.linkedin.com/in/jamiehines/
Generic Tweets from SFBAR’s Lawyer Referral and Information Service (LRIS)

About LRIS

1. Don’t know about our award-winning Lawyer Referral Service?  Who they are in a nutshell [http://www.youtube.com/watch?v=sV4bq99dV6U](http://www.youtube.com/watch?v=sV4bq99dV6U) @SFLawyerRef

2. Did you hear that our Lawyer Referral Service was chosen as Best of the Bay’s 2011 Winner for Best Non-Profit?  [http://bestofthebaytv.com/view/1520](http://bestofthebaytv.com/view/1520)

3. Did you know our Lawyer Referral Service has a Military Assistance Program?  Check it out [http://www.sfbar.org/lawyerreferrals/military-assistance-program.aspx](http://www.sfbar.org/lawyerreferrals/military-assistance-program.aspx)


5. Did U know our Lawyer Referral Service has an Attorney to Attorney Advice Prog?  [http://www.sfbar.org/lawyerreferrals/articles/atty-to-atty-advice-program.aspx](http://www.sfbar.org/lawyerreferrals/articles/atty-to-atty-advice-program.aspx)

6. For quality referrals, get to know our Lawyer Referral Service [http://www.sfbar.org/lawyerreferrals/lris-overview-history.aspx](http://www.sfbar.org/lawyerreferrals/lris-overview-history.aspx)

7. Need to refer a client?  @SFLawyerRef  Trusted in the legal profession since 1946 [http://www.youtube.com/watch?v=sV4bq99dV6U](http://www.youtube.com/watch?v=sV4bq99dV6U)

8. Trusted in the legal profession for #injury law for over 65 years.  Read abt recent Lawyer Referral Svc victories [http://www.sfbar.org/newsroom/2012/20120229.aspx](http://www.sfbar.org/newsroom/2012/20120229.aspx)

9. Questions about our Lawyer Referral Service?  Send them a direct message @SFLawyerRef


About becoming a member


13. Here’s what attorneys say about being a member w/our Lawyer Referral Service [http://www.sfbar.org/lawyerreferrals/atty-testimonials.aspx](http://www.sfbar.org/lawyerreferrals/atty-testimonials.aspx)


17. Questions about membership in our Lawyer Referral Service? Send them a direct message @SFLawyerRef

**About making the responsible referral**

18. Refer clients responsibly. Our State Bar certified Lawyer Referral Service offers low-cost consults, expert attorneys 415.989.1616

19. Not sure where to refer a client? Our award-winning Lawyer Referral Service refers to insured attys w/experience in 100+ areas 415.989-1616


21. Our certified, award-winning Lawyer Referral Service refers ppl to 250+ legal resources as well as attorneys 415-989-1616

22. If U represent a biz owner sued for #ADA violations, here are some resources to know about [http://www.sfbar.org/lawyerreferrals/ada-compliance-sm-businesses.aspx](http://www.sfbar.org/lawyerreferrals/ada-compliance-sm-businesses.aspx)

23. Not sure about referring a client to the Lawyer Referral Service? Here are a few client success stories [http://www.sfbar.org/lawyerreferrals/articles/index.aspx](http://www.sfbar.org/lawyerreferrals/articles/index.aspx)

24. It’s not just the next name on the list! @SFLawyerRef takes care in placing your client with a quality attorney outside your practice area 415-477-2374

**LRIS as a Resource**

25. Got a client w/ a legal issue in another state? The ABA listing 4 Lawyer Referral pros nationwide [http://www.sfbar.org/lawyerreferrals/lawyer_referral_services.aspx](http://www.sfbar.org/lawyerreferrals/lawyer_referral_services.aspx)

26. Got a question outside your practice area? Our Lawyer Referral Service’s Attorney to Attorney Advice Prog can help: 415-477-2374

27. Looking for a legal resource agency for a client? Call our Lawyer Referral Service 415-477-2374 for contact info on over 250 agencies


30. Need assistance closing a law practice? Our Lawyer Referral Service can refer you 415-477-2374

31. Follow @SFLawyerRef for notice about FREE legal seminars for the community

32. Basic legal questions from clients answered by Lawyers On Call every week @SFLawyerRef 415-989-1616 [http://www.sfbar.org/lawyerreferrals/index.aspx](http://www.sfbar.org/lawyerreferrals/index.aspx)