

COMMUNICATIONS COMMITTEE MEETING MINUTES
SEPTEMBER 1, 2012 9:00 A.M.
NAPLES
BUSINESS LAW SECTION
THE FLORIDA BAR

Secretary for meeting: Lynn Welter Sherman

Attendance: Tracey Eller, Steph Nagin, Kacy Donlon, Sam Lewis, Brian Gart, Hon. William Van Nortwick, Jr.

Agenda Items:

Brian Gart discussed the Social Media Policy of The Florida Bar, and the status of approval of Facebook, Twitter, and LinkedIn for various communications. Sam Lewis will review the social media policy in general, and as it relates to social media records retention policy.

Sam Lewis will finalize the social media survey, which was included in the EC materials. After comments and revisions, the survey will be sent to all members of the EC.

A general goal of the communications committee is to revamp the website over the next several years.

A discussion was had of the potential need for a social media coordinator going forward, and the role such a person might fill.

Hon. William Van Nortwick, Jr. suggested a CLE at a meeting, to educate the various committees about the available options for using the website and social media to assist in committee activities and communicate with committee members.

The long range planning committee of the BLS believes it is important to remain current on utilizing social media in the years ahead, and The Florida Bar supports this effort.

Kacy Donlon suggested a LinkedIn page for each committee; this discussion was tabled until the social media survey results are received and tallied.

Status of 2011 Journal was discussed.

2012 Journal. Lynn Sherman will discuss as the EC meeting which committees have submitted Journal materials. Deadline of September 15. New Journal will be electronic only. A discussion was had about potentially publishing an electronic quarterly journal.

A discussion was had regarding adding a master calendar of all BLS events to the website. Tracey Eller will look into cost and logistics. Tracey will email all new events for the master calendar to members as they are added.

Sam Lewis suggested a calendar format that could be synced with members' personal google calendars through a link. Tracey Eller will look into cost and logistics.

A discussion was had concerning appointing a communications liaison for each committee. A decision was made to simply coordinate all communications through the chairs and vice chairs.

Tracey Eller will investigate using blog software on the web pages for ease of updating content quickly.

The next meeting of the committee will be held at the midyear meeting in Orlando in January.