

Minutes of the Meeting of the Social Media Subcommittee of the Business Law Section of the Florida Bar

Wednesday, January 22, 2014 at 8:30 a.m.

Location: Reunion Resort & Club, Grande C

I. Welcome & Approval of Minutes – Paige Greenlee, Chair (attending by telephone).

II. Communication Committee's Posting Policy Kacy Donlon, Vice Chair of the Communications Committee, reported to the Subcommittee on the posting policy adopted by the Communications Committee and how it impacts and relates to Social Media.

III. New Website. Lynn Welter Sherman, Chair of the Communications Committee, reported on the current status of the new website and the input/questionnaire responses requested by the website developer, Paper Street.

Paige Greenlee recommended that providing current content for social media would require a full time social media assistant.

Tracey Eller provided updated figures on BLS social media. Traffic on Facebook, LinkedIn, and Twitter has all increased, but is still minimal.

A discussion was had concerning reasonable expectations regarding social media and the BLS. Mark Nichols suggested focusing on LinkedIn, which is traditionally used for professionals, and currently has the highest traffic for the BLS. Keith Kanouse suggested that Twitter be used as a pointer only, and that all social media posts link back to the website. Keith further distinguished "interaction" on social media with "passive use." Miriam Sowinski suggested that the medium should follow the content and be appropriate for the content. Stephanie Lieb commented that the social media consultant she works with on other volunteer groups has advised not to be discouraged when responses are not received to social media posts. Drew Hinkes provided insight on how he has successfully used blogging for his

practice. Drew suggested using google analytics to figure out if you are getting any looks at all. The next step is to convert looks into retweets and interaction. The question was posed by Drew as to whether the BLS should tweet only home grown contents or partner with others and retweet nonoriginal materials. Keith Kanouse advises that he also hosts a blog and suggested a policy for reposting standards. Latasha Johnson queried whether we should consider ruling out FB or other platforms because of historical lack of usage by members. Drew Hinkes suggested experimenting with self-generated content by the BLS, content generate by The Florida Bar, and outside content of others to see how that effects looks and responses. Stephanie Lieb commented that the member spotlights were well received and should be used again going forward. Tracey Eller advises that she receives approximately 30 submissions per week, primarily posts relating to awards or presentations by Section members. Stephanie Lieb suggested using the liaisons with the substantive committees to obtain substantive content of interest to folks on that committee. Also, a strategic plan with policies and procedures. Paige Greenlee advised that the Executive Committee has identified increased membership as the primary goal of BLS social media. Mark Nichols suggested that if social media is used by the BLS to provide exposure and publicity to members and firms, then membership will necessary follow. Keith Kanouse recommended a single “gatekeeper” to implement the posting policy. Stephanie Lieb concurred that paid social media/publicist would be required to ramp up the Sections social media presence.

The Subcommittee agreed to first build a strategic plan, and then look for a person for approximately 20 hours/ week to mine and create content, for a 6 month trial period.

The Subcommittee’s budget is presently \$10,000.00

Stephanie Lieb offered to set up a meeting with the social media consultant she has worked with in the past.

Google Hangout was recommended for conference calls for the committee.

Mark Nichols, liaison with CLE, advises that content is needed to the Journal, and that CLE presently has almost no content.

Stephanie Lieb, Liaison with Bankruptcy UCC, advised the Subcommittee on upcoming seminars that should be promoted via social media, including receivership seminar on 5/2/2014, residential mortgage modification summit on May 27, 2014.

The meeting was adjourned at 9:50 a.m.