

MINUTES
COMMUNICATIONS COMMITTEE MEETING
SOCIAL MEDIA TASK FORCE
JANUARY 10, 2013
BUSINESS LAW SECTION
THE FLORIDA BAR
ORLANDO

Secretary for meeting: Lynn Welter Sherman

Attendance: Sam Lewis, Hon. William Van Nortwick, Jr., Jude Cooper, Kacy Donlon (via phone), Steph Nagin, Brian Gart, and Lynn Welter Sherman.

Also in attendance was our guest speaker, Carissa Long, director of public relations and social media at the Indiana State Bar Association.

Agenda Items:

Lynn Sherman requested input on the Lexology trial with the executive council and whether the section would like to proceed with signing a contract for the full membership to receive Lexology. A discussion was had concerning the mixed reception and usage statistics of the EC trial. Sam Lewis will be adding a question to the social media survey before it is re-circulated relating to Lexology.

Brian Gart reminded the Committee that we have only submitted for publication 3 articles to the Florida Bar Journal, which is far short of our commitment. A discussion was had of current projects of the BLS that might be good materials for future articles.

Lynn Sherman reported that there is not presently enough material for publishing an annual journal. A discussion was had concerning alternatives to an annual print journal, including quarterly online journals and a point-counterpoint electronic journal. A further discussion was had concerning the various forms of electronic publications (epub, pdf, and html) and converting from word to these formats.

Tracey Eller shared statistics concerning Facebook, Twitter, and LinkedIn usage. A discussion was held concerning potential ways to increase social media traffic, including asking Florida law school business groups to friend the website, a live blogging at the legislature, and other alternatives.

Based upon feedback from the initial social media survey, Tracey Eller was asked to obtain pricing information on "Go to meeting" and other comparable online conference calling applications.

The meeting was adjourned early to allow time for Carissa Long to answer questions and share insight based upon her experience with the Indiana Bar.

The next meeting will be telephonic and will be scheduled the week of January 21, 2013.

MINUTES
COMMUNICATIONS COMMITTEE MEETING
SOCIAL MEDIA TASK FORCE
JANUARY 21, 2013
BUSINESS LAW SECTION
THE FLORIDA BAR
VIA TELEPHONE

Secretary for meeting: Lynn Welter Sherman

Attendance: Dorothy Easeley, Hon. William Van Nortwick, Jr., Casey Donlon, Lynn Sherman, Brian Gart, Steph Nagin, Drew Jenkins, and Jodi Cooke.

Agenda Items:

Brian Gart advised that the social media survey would be re-circulated, including a question concerning Lexology. Sam Lewis and Lynn Sherman agreed to formulate additional questions relating to Lexology.

Brian Gart advised that he had consulted with law firm marketing firms to determine the viability and need for both a new website and a full time social media coordinator, who would post content provided by the Section and also create new content for the website and social media platforms. Brian reminded us that all social media requires full time monitoring for content per the Florida Bar rules. Some examples of updated bar association websites include the California Business Law Section and the Illinois Business Law Section.

Drew Jenkins advised that when the YLD recently overhauled its website, they did not use an RFP, and worked with a single vendor that maintains the website for the YLD. Drew further indicated that the YLD project was 2 steps: first updating the traditional website; then a mobile optimized website.

A discussion was had concerning the future of the Journal and alternatives for additional content. Concerns were expressed that it might not be appropriate to include BLS white papers in the Journal.

The next meeting of the Communications Committee and Social Media Task Force will be held at the annual meeting in Boca Raton in June.