

MINUTES  
COMMUNICATIONS COMMITTEE MEETING  
SOCIAL MEDIA TASK FORCE  
JUNE 27, 2013  
BUSINESS LAW SECTION  
THE FLORIDA BAR  
BOCA RATON

SECRETARY FOR MEETING: Lynn Welter Sherman

ATTENDANCE: Lynn Welter Sherman, Brian Gart, Hon. William Van Nortwick, Jr., C. Andrew Roy, Jennifer Morando, Steph Nagin, Mark Nichols, and Zachary Hyman.

Agenda Items:

Mark Nichols explained that certain of the responsibilities of the Communications Committee would be shifted to other Committees: CLE Committee will be taking over publications in The Florida Bar Journal and publication of The Journal as an electronic publication. The Social Media Task force will become a subcommittee of the Communications Committee. Each committee of the Section will have a liaison to the Social Media Subcommittee.

An extensive discussion was had regarding the RFP for the website redesign. Brian Gart expressed his opinion that the RFP was confusing and required fine tuning. Brian recommended that a web consultant be engaged to further refine the RFP. A discussion was had concerning the role a consultant might play and the merits of engaging a consultant. All in attendance expressed their views on the role the website and social media should play in the Section and the goals of the Section relating to the use of social media and the website.

A roundtable discussion was had concerning using Linked In and the lack of a concrete policy by The Florida Bar for using LinkedIn. Judge Van Nortwick discussed how various Florida agencies are handling the use of social media and the requirement for a document retention policy for any and all postings.