



Social Media Community Playbook

I. Purpose and Goals

- A. As social media outlets become a more frequently used source of information by lawyers and others to obtain news and information, the purpose of the Social Media Committee (“Committee”) is to create a social media presence that will enable the leadership of the ENRLS to meet membership and the community in these platforms.
- B. The goals of this Committee are to (1) provide a means for the ENRLS to proactively and quickly notify ENRLS members of the important activities of the Section, so that they can be aware of and participate in the opportunities afforded by the Section; and (2) enable members of the community to identify and understand ENRLS’s work and impact.

II. Composition of the Social Media Committee

- A. The Committee will be made up of not less than 2 members of the Council and/or Executive Committee.
- B. There will be a Chair and a Co-Chair for the Committee. Each “ENRLS Year”, the Chair of the Section will work to appoint the Chair and Co-Chair of the Committee.

III. Annual Action Items of the Committee

- A. Evaluate the responsiveness from membership and the community compared to the cost-effectiveness of the social media outlets and service providers used by ENRLS. Assess the value of individual social media platforms and determine adding or reducing the type or frequency of outreach is appropriate.
- B. Monitor ENRLS social media accounts and interact on the Section’s platforms its audience.
- C. Develop content for ENRLS social media accounts and work with service provider (currently, Workhorse), to post relevant and helpful content.
- D. Collaborate with Web Site Committee to ensure consistency with messaging and timing of ENRLS news and announcements.
- E. Based on its evaluations and considerations for activities during the then current ENRLS Year, recommend a budget to the Treasurer for the next ENRLS Year.