



## SLR Social Media Policy

### Objectives:

- Build relationships with existing and prospective members
- Create brand awareness
- Increase referrals
- Communicate with a larger, global audience
- Communicate with members
- Increase traffic to SLR's website, [www.statelaw.org](http://www.statelaw.org)

### Social Media Uses:

- Event and membership marketing opportunities
- Member news
- Pictures from meetings
- News from SLR
- News from related industries, clients and associations

**Guidelines:** Any SLR staff member or SLR member engaging in online dialogue/postings on behalf of SLR is required to comply with the following guidelines. Please also follow these guidelines for personal participation in social media channels when you are engaged in discussion about SLR.

**Should any part of this policy be violated**, SLR is allowed to take any or all appropriate action to remove content posted on any social media that is believed to be offensive, derogatory, or harmful to SLR, SLR members, SLR staff or SLR clients.

- **Be yourself.** Individuals cannot misrepresent themselves when communicating about SLR or his/her role in SLR in social media. Do not post anonymously or use pseudonyms or false screen names.
- **Obey the law.** You are expected to comply with all state and federal laws (i.e. – defamation, libel, fraudulent misrepresentation, trademark/copyright, fair use, etc.).
- **Be respectful.** Do not use vulgar, obscene, abusive, profane, threatening, or racially/ethnically hateful words or speech.
- **Give Credit to others.** Protect copyright and fair use. Give proper credit when due. Link to content not published by SLR instead of republishing it to avoid copyright issues.
- **Think Before you act.** Remember that what is said will become immediately available to the public and could be publicly available for a long time. ***If in doubt, then do not do it!***

- **Protect SLR information.** Do not post any information that is important and is a valuable asset of the services offered by SLR, such as strategic plans, financial information, legal information, etc.

### **Scope:**

SLR's Marketing Committee will be responsible for the day-to-day oversight of SLR's social media activity. They will designate a member of the committee to be point person for the Program Manager to work with to designate language for all digital media posts.

It will be the Program Manager's responsibility to update all digital media posts, with the help of the designated Marketing Committee member. The Marketing Committee will be responsible to review all posts and to take action if the SLR Social Media Policy is not being followed.

### **Facebook**

- ❖ There is a public [Facebook page](#), and a private [Facebook group](#).
- ❖ The Program Manager will approve members to join the private group.
- ❖ 3 posts a week re: SLR updates / news  
Examples:      Clients confirmed to attend meeting  
                     Reminders to register for meetings  
                     Post pictures from meetings / events  
                     Meeting updates – tours, social events, etc.

### **Twitter**

- ❖ There is a [Twitter page](#) for SLR
- ❖ Post SLR Content – 3 posts a week – same examples as Facebook
- ❖ Reach out to membership for firm's and member's handles
- ❖ Check member firm's news daily and retweet if appropriate

### **LinkedIn**

- ❖ There is currently a [public page](#) for SLR, and a [private group](#).
- ❖ The Program Manager will approve all members and posts in the private group.
- ❖ Post SLR Content – 3 posts a week – same examples as Facebook

The Program Manager will schedule LinkedIn, Facebook and Twitter posts on Hootsuite for the same time every day (M, W, F) so people following the accounts can start to learn when to expect updates.