Creating and Maintaining Community:

Social media, online engagement, and the future of your membership
Goals

- Understanding of best practices for social media and creating community spaces within your chapter through programs, online presence, and community service efforts.
Programs: Ways to Welcome New Members

- Ensuring new members are welcomed into your chapter.
- Tactics:
  - Ambassador Program
  - Clearly identifying new members as well as members attending events for the first time.
  - Evaluation and Segmentation: Identifying needs
    - Is the new member also new to in-house?
    - Why did they join ACC?
    - Determining engagement levels and barriers to engagement.
Social Media Presence: Helping Members Create Community

• LinkedIn (professionals)
• Facebook (older members)
• Twitter (Millennials)

Social Media: Why Not?
• Bandwidth?
• Lack of content?
• Starting from zero?
LinkedIn: Maintaining Engagement

Source: Volunteer Leader Resources

- Test the waters (try posting yourself and having board members share your posts)
- LinkedIn Groups vs. Company Pages
- This is no small task, be prepared to post 5 times a week.
- LinkedIn Elevate
- Post announcements with event details. Consider posting a discussion question associated with the CLE topic for the event.
- Post unique insights that were shared during the CLE event or even links to program materials
- Scan local legal community publications for articles and news relevant to in-house counsel. Post links to articles and news.
• Post a discussion question on any issue team members are currently facing in their own practices.

• Post a link to an ACC resource that relates to a recent post. The member posting can share their experience about the value of the resource. **Consider asking how members have used the resource or if they have feedback.** (This generates prospects)

• Recognize accomplishments of a member or committee that has achieved a significant goal.

Twitter – Reaching Millennials

- **Nuances:** Brief and Engaging, #hashtags, informal, shareability.
- **Keys:**
  - Reaching Twitter users who are not following you.
    - Use #hashtags
    - Tweeting through the lens, ‘Would my followers retweet this?’
    - What influencers and experts can you tweet @ and engage with?
      - Speakers
      - Sponsors
      - Members
ACC Twitter Stats

- 15 Chapters with twitter, 48 without.

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Gamification: Thinking of Twitter as a game

• The game of eyeballs (impressions)
  – Advanced stats
    • Impressions (views)
    • Likes
    • Retweets
    • Engagements
  – Feedback Loops (Psychology)
Best Practices

• Post pictures, discussion questions, polls, member and leadership highlights, event information, and news.

• **Always respond to comments**

• Live tweet

• Be active

• Thank sponsors, speakers, and members.

• Be relevant (current events)

• Retweet others, especially if they mention you.

• Lean towards the informal side (on twitter)

• Create an internal post calendar (a week ahead of when you will post)

• **Types of Content that drive the most engagement**
  – Posting videos, multiple pictures from events, PDFs of presentations from recent events
Board Collaboration Technology

- Intralinks

- Online Workspaces (Higherlogic/egroups)