

Social Media & Website – Standing Committee

Jurisdiction

Support the development and maintenance of the State Bar's website and use of social media:

- Providing assistance in the development, curation, and culling of content for the SBM website and social media.
- Offering suggestions regarding resources and information related to social media.
- Exploring and assessing the opportunities for collaboration consistent with SBM strategic goals in collaborative social media campaigns with local bar associations, non-legal professional associations, and other external entities.
- Conferring and coordinating regularly with the Michigan Bar Journal committee.
- Providing guidance and support for the promotion of the SBM website, social media, and SBM e-publications (e-Journal, Public Policy Newsletter, and SBM News).
- Reviewing and evaluating metrics measuring the effectiveness of the State Bar's public outreach and education efforts.

Committee Chair: Lori Buiteweg

Staff Liaisons: Sandra Barger and Kathryn Hennessey

Meetings: In-person: 1; Electronic or phone meetings: 1

Committee Activities

1. Subcommittee members met in person twice to work with staff to update the For the Public and For Members landing pages pertaining to the attorney and judicial disciplinary systems in Michigan, and beyond to include an overview, profile and FAQs written in plain English.

Goal 2: Strategy 1: Creating and maintaining an accessible, coordinated online foundation of legal resources for the public

2. The committee is developing a series of tweets for the general public that explain aspects of the disciplinary system and process and points people to the information page on michbar.org for the information. Once this process is done, staff will strategically post tweets referring to the disciplinary resource page to provide timely and relevant information to the general public.

Goal 2: Strategy 6: Providing timely, targeted messages to promote understanding of the rule of law and role of judiciary and the legal profession

3. Committee members formed a subcommittee to develop a Communications Resource Guide to distribute to other committees and sections to educate them on the communication resources available at SBM.

Goal 1: Strategy 4: Promoting greater member engagement to connect members with the bar, its resources and each other

4. Committee members reviewed the SBM website and provided feedback about how difficult/easy it was to find certain things and to mention things they thought might be missing and things they thought were especially helpful.

Goal 1: Strategy 4: Promoting greater member engagement to connect members with the bar, its resources and each other

Additional Comments

The committee chair and liaisons discussed several times whether or not this committee should remain a standing committee. They recommend SBM leadership discuss this and perhaps convert this committee to an ad hoc committee that serves as needed and goes dormant otherwise.