

Social Media and Website Committee

Annual Report: Fiscal Year 2020

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, nonlegal 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 epublications (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.

Recommendation: Hiatus for FY 20-21. This committee was put on a hiatus for FY 2019-2020 to allow SBM to hire a Communications Director. Elizabeth Couch started as SBM Communications Director in March 2020. Due to many unexpected projects that have arisen with the COVID-19 pandemic, Elizabeth has not had the opportunity to develop a big-picture communication plan. Therefore, we recommend that the Social Media & Website Committee take another year hiatus for FY 20-21 to allow Elizabeth an opportunity to determine how best the committee can contribute to SBM overarching communication strategy. If a need arises for attorneys to provide input on SBM's social media and website communications, we have the ability to form a work group mid-year to address those issues.