



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.
- Utilizing open source photo libraries and graphics creation tools: www.pexels.com/, www.canva.com/, www.visme.co/



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.

Chapter	Handle	Followers
Chicago	@Chicago_ACC	307
Greater Philadelphia	@accgp	330
National Capital Region	@ACCNatlCapital	253
New Jersey	@accnewjersey	90
New York City	@accnewyorkcity	275
Northeast	@ACCNortheast	57
San Francisco Bay Area	@ACCSFBA	425
South/Central Texas	@ACC_SCTX	261
Southern California	@ACC_SoCal	1,566
Tampa Bay	@ACCTampaBay	217
Washington	@ACC_Washington	95
Western Pennsylvania	@acc_wpenn	57
Quebec	@AccQuebec	169
Australia	@ACCAustralia	1,075
Europe	@ACCEurope	208



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)