



BCWLA
Broward County Women
Lawyers' Association

BROWARD COUNTY WOMEN LAWYERS' ASSOCIATION 2018-2019

PUBLIC RELATIONS AND SOCIAL MEDIA COMMITTEE

OBJECTIVES, GOALS, AND ACTION ITEMS

Objectives:

- Increase community awareness of BCWLA accomplishments and programming.

Ongoing/Monthly Action Items:

- Advertise BCWLA events in DBR, Broward Bar, and local publications in advance of the event.
- Launch Facebook, Instagram, and Twitter campaigns in advance of events.
- This involves more than posting the event once, but requires repeated announcements to build “hype” around the events.
- Maintain an active social media presence by interacting with other users through likes, shares, etc.
- Announce BCWLA and member accomplishments on social media platforms.

- Send blurbs regarding notable BCWLA events or achievements to the Florida Bar, FAWL, and the Broward Bar for publication.
- Coordinate with Office Edge for professional advice on all of the above.