

## APPELLATE SECTION SOCIAL MEDIA POLICY & PROCEDURES

**Policy:** The Appellate Practice Section shall have an active social media presence on Twitter and Facebook to ensure member engagement and convey to members and other followers the benefits of participating in the Section. Posts shall be made to promote the Section and its members. Rev. 6/2019

### I. DEFINITIONS

- a. **“Co-branded events”** – events for which the Section has been requested to lend its name for publicity purposes, but for which no Section funds have been expended.
- b. **“Co-sponsored events”** – events for which the Section has contributed some, but not all, funding.
- c. **“Section”** – The Appellate Section of The Florida Bar.
- d. **“Section Leadership”** – The Chair, Chair-Elect, Secretary/Treasurer, and Immediate Past Chair of the Section.
- e. **“Sponsored events”** – events fully funded by the Section.
- f. **“Social Media Handles”** means the Facebook and Twitter account names directed by the Section.
- g. **“Member Communications Channels”** shall include Social Media Handles, E-Mail Blasts, and the Section Website.
- h. **“Designated Poster”** shall mean the one or more authorized users tasked with posting real-time social media updates at a particular event.
- i. **“Authorized Poster”** shall mean one or more users authorized by the Section Leadership to post on one or more of the Social Media Handles.

### II. PROCEDURES FOR REQUESTING SECTION SUPPORT OF EVENTS

**Policy:** The Section leadership shall ensure that events publicized by the Section meet the mission and purpose of the Section. Rev. 6/2019

- a. All requests for the Section to sponsor, co-sponsor, or co-brand any event shall be directed to the Section Leadership, with a copy to the Communications Co-Chairs.
- b. Once the Section Leadership has approved an event, the procedures set forth herein shall apply.
- c. For events that are not Sponsored events, Co-sponsored events, or Co-branded events, parties seeking publicity from the Section should contact the Communications Co-Chair and Section Leadership to seek approval to publicize the event.

### III. SPONSORED, CO-SPONSORED, AND CO-BRANDED EVENTS

**Policy:** The Section will publicize events following procedures that informs the Section Membership without overwhelming their social media streams. Rev. 6/2019

For all Sponsored events, Co-sponsored events, and Co-branded events, to obtain publicity through the Section, the person requesting advertising through the Section’s Member Communication Channels shall provide the information

## APPELLATE SECTION SOCIAL MEDIA POLICY & PROCEDURES

to be included to the Co-Chair of the Communications Committee, with a copy to the Communications Consultant working with the Section. Once provided, the event will be publicized as follows:

- a. Event information will be placed on the Master Calendar on the Section's website;
- b. Event information will be placed in the Upcoming Events & CLE Seminars box, or such similar location as the Section's website may currently provide;
- c. Event information will be publicized through periodic email blasts sent by the Section as follows:
  - i. For Section meetings or Sponsored events, in an unlimited number and may appear in a single subject email;
  - ii. For Co-sponsored events, in up to three (3) emails, but not in single subject emails.
  - iii. Co-branded events may be publicized via email at the discretion of the Communications Chair; however, Co-branded events will never be publicized in a single subject email.
- d. Event information prior to the event will be publicized through the Section's Social Media Handles at least once, including but not limited to creating a Facebook "Event" to facilitate publicity.
- e. Event information may also be publicized through any other media that the Section adopts or uses in the future.
- f. When possible, the Communications Co-Chair will identify an event attendee responsible for either sending the Communications Co-Chair or the Social Media Consultant pictures and/or text to post during Sponsored, Co-Sponsored, or Co-Branded Events or posting live from the event.

### IV. OTHER EVENTS

Policy: The Section may publicize other events subject to approval of Section Leadership

Rev. 6/2019.

For events that are not Sponsored events, Co-sponsored events, or Co-branded events, once approved, as set forth in Section II(c) above, to the Co-Chair of the Communications Committee, with a copy to the Communications Consultant working with the Section. Once provided, the event will be publicized as follows:

- a. Event information will be placed on the Master Calendar on the Section's website;
- b. Event information will be publicized through the Section's social media platforms in use at the time;
- c. Event information **may** be publicized through periodic email blasts sent by the Section, but shall not be publicized by any single subject emails.

### V. SOCIAL MEDIA ENGAGEMENT POLICY

## APPELLATE SECTION SOCIAL MEDIA POLICY & PROCEDURES

Policy: The Appellate Practice Section may engage with Section members, other bar associations, and appellate news sources to promote positive interaction and Member Engagement. Such interactions shall be non-political. The Social Media Handles may use humor without being offensive and may utilize a slightly relaxed tone while still maintaining an overall professional demeanor. Rev. 06/2019

- a. Social Media Handles may follow and interact with members and member firms or projects, but not any political candidate or campaign.
- b. Social Media Handles should follow the Florida Bar and may follow and interact with other Florida Bar, Florida Bar Foundation, and American Bar Association, Florida law schools, local bar, and Federal and State Court social media handles.
- c. Social Media Handles may follow and interact with social media handles for news organizations that share appellate-related news that may be of interest to our members (e.g., SCOTUSBlog, etc).

### VI. SOCIAL MEDIA POSTING GUIDELINES

Policy: The Communications Committee shall work with Communications Assistant and Section Leadership to ensure broad coverage of Section activities and News of Interest to Section Members.

#### Authorized Posters

- a. The Section Leadership, Communications Co-Chairs, and Communications Assistant shall be entitled to log-in, administer, and post to the Social Media Handles in accordance with these guidelines.
- b. The Section Leadership may, from time to time, designate one or more additional Authorized Posters, who serve at the discretion of the Section Leadership.

#### Topic Guidelines

- a. **Events.** Events shall be publicized as set forth above, with priority to Section-sponsored events.
- b. **Items posted to the Website/The Record.** The section shall announce each new posting to The Record by means of social media posts. To the extent possible, such postings shall be automated through WordPress Plugins and/or scheduled in advance.
- c. **Interesting Appellate Court Decisions.**
- d. Member News and Accolades
- e. Bar Service and Recognition Opportunities for Members

## APPELLATE SECTION SOCIAL MEDIA POLICY & PROCEDURES

### Posting Timing

- a. **Scheduled Posts.** As much as possible, posts that can be planned will be planned ahead and scheduled through HootSuite so that they are in keeping with the Section’s overall communications strategy as set out in these guidelines.
- b. **Real Time Reporting.** The Designated Poster shall post “real time” during section events to provide the latest news. The Designated Poster shall designate and publicize an event hashtag to facilitate aggregating posts.
- c. **Real Time Reactions to Event Posts.** The Designated Poster shall monitor event posts (utilizing hashtags and other member streams) and appropriately react and interact with event posts by liking, retweeting, sharing, or replying as appropriate in the Designated Poster’s discretion.
- d. **Real Time Reactions to Other Posts.** The Communications Co-Chair will regularly (but at least once a week) review topics of interest posted by sources followed by the Social Media Handles, and respond and react to discussions and interactions with Followers and Sources Followed.

## VII. INTELLECTUAL PROPERTY

Policy: The Section will endeavor to comply with intellectual property law, mindful of the internet culture. It is against the Section’s Policy to utilize stock images or other photographs found online without a clear license. <span style="float: right;">Rev. 6/2019</span>
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- a. **Posting Written Content.** By accepting the role of Authorized Poster, the Authorized Poster agrees that all original content written for the Social Media Handles shall be the property of the Section, and all non-original content is being used within the bounds of fair use.
- b. **Posting Photographs or Other Graphic Works.** By acting as an Authorized Poster, the Authorized Poster agrees to, as often as practical, use photographs or images actually taken by him or her, or else provided to him or her by the Author with the Author’s permission to use the Work on the Social Media Handles. Where the Works are not directly created by the Authorized Poster or another Author and used with express permission, Authorized Poster must act within the bounds of fair use. When in doubt, do not use a non-original image.
- c. **Gifs.** To minimize exposure to the Section, Authorized Posters will limit Gif use to those available through the tools found within the Social Media Platforms.
- d. **Memes.** To minimize exposure to the Section, Authorized Posters will limit Meme use to those available through the tools found within the Social Media Platforms, created by the Authorized User, or otherwise used with permission or within the bounds of fair use.

## VIII. MISCELLANEOUS

Within the spirit of the above policies, which are designed to promote matters of interest to the Section while not inundating Section members, either Communications Co-Chair may authorize additional postings or publicity.