



SLR Social Media Policy

Adopted May 15, 2025

Objectives:

- Build relationships with existing and prospective members
- Create brand awareness
- Increase referrals
- Communicate with a larger, global audience
- Communicate with members
- Increase traffic to SLR's website, www.statelaw.org

Social Media Uses:

- Event and membership marketing opportunities
- Share member news
- Pictures from meetings
- News from SLR
- Follow related industries, clients, and associations.

Guidelines: Any SLR staff member or SLR member engaging in online dialogue/postings on behalf of SLR is required to comply with the following guidelines. Please also follow these guidelines for personal participation in social media channels when you are engaged in discussion about SLR.

Should any part of this policy be violated, SLR is allowed to take any or all appropriate action to remove content posted on any social media that is believed to be offensive, derogatory, or harmful to SLR, SLR members, SLR staff or SLR clients.

- **Be yourself.** Individuals cannot misrepresent themselves when communicating about SLR or his/her role in SLR in social media. Do not post anonymously or use pseudonyms or false screen names.
- **Obey the law.** You are expected to comply with all state and federal laws (i.e. – defamation, libel, fraudulent misrepresentation, trademark/copyright, fair use, etc.).
- **Be respectful.** Do not use vulgar, obscene, abusive, profane, threatening, or racially/ethnically hateful words or speech.
- **Give Credit to others.** Protect copyright and fair use. Give proper credit when due. Link to content not published by SLR instead of republishing it to avoid copyright issues.

- **Think Before you act.** Remember that what is said will become immediately available to the public and could be publicly available for a long time. ***If in doubt, then do not do it!***
- **Protect SLR information.** Do not post any information that is important and is a valuable asset of the services offered by SLR, such as strategic plans, financial information, legal information, etc.

Scope:

SLR Staff will be responsible for the day-to-day oversight of SLR's social media activity. It will be the Program Coordinator/Manager's responsibility to create and update all digital media posts and create quarterly marketing reports.

The Marketing Committee is responsible for viewing posts and to take action if the SLR Social Media Policy is not followed. The Marketing Committee will work with the Program Coordinator/Manager to create ideas and support additional social media campaigns as desired.

Post Examples:

- ❖ Clients confirmed to attend meeting
- ❖ Reminders to register for meetings
- ❖ Post pictures from meetings / events
- ❖ Meeting updates – tours, social events, etc.
- ❖ Membership Spotlights
- ❖ Referral Updates
- ❖ Holiday Observances

Facebook

- ❖ There is a public [Facebook page](#).
- ❖ 1-2 posts a week

X (formerly Twitter)

- ❖ There is a [X page](#) for SLR
- ❖ Post SLR Content – 1-2 posts a week
- ❖ Check member firm's news on a regular basis and retweet if appropriate
- ❖ Monitor followers and remove any bots or spam like followers

LinkedIn

- ❖ There is currently a [public page](#).

- ❖ Post SLR Content – 1-2 posts a week
- ❖ Check member firm's news weekly and engage or repost if appropriate

The Program Coordinator/Manager will schedule LinkedIn, Facebook and X posts on SLR's Social Media Management software. Members, clients, or organizations will be tagged when appropriate and with permission. Posts will align with email campaign timings and follow best practices for posting times.