

ACBA Social Media Policy

Revised July 5, 2018

Social media channels are among the most powerful and successful communications and marketing vehicles available today, and it is the goal of the Allegheny County Bar Association and Allegheny County Bar Foundation to use these tools to maximize their benefit to the ACBA and ACBF members.

The ACBA and ACBF use multiple social media platforms, designed to communicate with members, the Pittsburgh community and the broader legal community regarding news, upcoming events and more.

In order to maximize the benefit of social media for the ACBA/ACBF and its members, the ACBA has implemented this social media policy. The specifics contained in the policy are designed to maximize the marketing impact of social media while also ensuring consistent messaging, protecting the ACBA/ACBF brands and ensuring compliance with the organization's media liability policy.

All ACBA members are encouraged to use social media to post photos of bar association events, information about upcoming events and to network with other members.

Designated ACBA members – specifically those designated by ACBA Divisions – are encouraged to use ACBA and ACBF social media accounts to post photos, details about upcoming events, increase public understanding of the law, share news and encourage networking.

While ACBA social media platforms are powerful communication tools, social networking is most impactful – and social media marketing campaigns more successful – when individuals interact with ACBA/ACBF social media content. The ACBA/ACBF encourages members to – from their personal social media accounts – to like, share, retweet and comment on ACBA/ACBF social media posts as well as tag companies, organizations and people involved. This interaction will maximize the impact of ACBA/ACBF-generated social media.

The following social media sites are currently utilized by the bar association:

- ACBA/ACBF Facebook page [facebook.com/allegHENYcountybar/](https://www.facebook.com/allegHENYcountybar/)
- ACBA WLD Facebook page [facebook.com/ACBA-Women-in-the-Law-Division-132737150176183/](https://www.facebook.com/ACBA-Women-in-the-Law-Division-132737150176183/)
- ACBA YLD Facebook page [facebook.com/ACBAyounglawyersdivision/](https://www.facebook.com/ACBAyounglawyersdivision/)
- ACBA HSBF Facebook page [facebook.com/ACBAHomerBrownDivision/](https://www.facebook.com/ACBAHomerBrownDivision/)
**Only divisions of the Allegheny County Bar Association are authorized to have Facebook pages*
- ACBA/ACBF Twitter page twitter.com/AlleghenyCoBar

- Allegheny County Bar Association LinkedIn page and LinkedIn subgroups [linkedin.com/in/allegheny-county-bar-association-a0bb5320/](https://www.linkedin.com/in/allegheny-county-bar-association-a0bb5320/)
**Any committee, section or division may ask the ACBA to set up a subgroup linked to the main ACBA page*
- Allegheny County Bar Association/Allegheny County Bar Foundation YouTube [youtube.com/user/AlleghenyCountyBar](https://www.youtube.com/user/AlleghenyCountyBar)
- Allegheny County Bar Association/Allegheny County Bar Foundation Instagram [instagram.com/alleghenycobar](https://www.instagram.com/alleghenycobar)
- ACBA Young Lawyers Division Instagram [instagram.com/acbayounglawyersdivision/](https://www.instagram.com/acbayounglawyersdivision/)

Social Media Policy Specifics:

1. **No individual is authorized to set up any social media or other site utilizing the Allegheny County Bar Association's name. Requests to create new social media accounts should be presented to the Marketing and Media Relations Department.**
2. The ACBA's Marketing and Media Relations Department has ultimate responsibility for ACBA/ACBF social media, including its divisions.
3. *Only ACBA divisions may have separate Facebook pages;* all other social media content related to ACBA Sections and Committees will be posted to the respective ACBA social media pages at the discretion of the Marketing and Media Relations Department.
4. The ACBA will use only one Twitter account; designated social media contacts for ACBA divisions are encouraged to use the ACBA Twitter with the following hashtags for their respective divisions: #ACBAYLD, #ACBAWLD and #ACBAHSBD.
5. ACBA Divisions are required to assign member(s) to serve as social media points of contact. These individuals should maintain contact with the ACBA Marketing and Media Relations Department regarding social media content and strategy. These individuals will also manage division Facebook and LinkedIn posts and interact with and respond to social media followers. These individuals will also post content to the ACBA/ACBF Twitter. Social media privileges and passwords should be kept to a limited number of members.
6. Posts made on behalf of the ACBA, its divisions or its membership should be engaging, and it is encouraged that members use a lighter tone on appropriate subjects. The content of the posts should, however, reflect the professional values of the ACBA and its membership. If in doubt about the content, tone or timing of an ACBA-related post, please reach out to the ACBA Marketing and Media Relations Department.

7. Only content related to bar association activities, events or programs should be published on ACBA social media.
8. Under no circumstances should ACBA social media content be political in nature. ACBA members who are granted access to ACBA social media channels are strictly prohibited from posting content that is political in nature or could be construed as being political in nature. Similarly, members are prohibited from “retweeting” or “liking” on an ACBA-related site any social media content that is political in nature.
9. ACBA members are not permitted to use the name of the ACBA or ACBF to endorse – overtly or otherwise – any political candidate or candidates running for any ACBA or ACBF office. While members are free to use their own social media accounts for this purpose, the ACBA/ACBF names may not be used in conjunction with these posts.
10. The ACBA/ACBF may not follow or become friends with certain organizations or individuals in order to avoid a perception of endorsing any politician, social cause, individual or organization.
11. Rare, limited exceptions to the “no political posts” rules may be granted for specific issues (such as a statement from the ACBA President on a particular piece of legislation) at the discretion of the ACBA Board of Governors. During those instances, only the ACBA Marketing and Media Relations Department may make such posts, following the strict, limited guidelines granted by the Board of Governors.
12. Only ACBA members are granted access to the ACBA’s LinkedIn page or LinkedIn groups.
13. ACBA staff monitors and manages all social media platforms and retains the right to edit, reschedule or remove any information at any time for any reason.
14. Social media logins and passwords may not be changed by members at any time. At a minimum, the ACBA will update social media passwords every July 1. If it is felt that a password/login change is necessary because of a suspected security breach or any other reason, please contact the Marketing and Media Relations Department.
15. No social media post on any ACBA or ACBF post can violate existing ACBA bylaws, policies or partnership agreements.

For any further information regarding the ACBA and ACBF’s social media, contact Brian Knavish, Director of the Marketing and Media Relations Department, at bknavish@acba.org or 412-402-6620.