

Legal Services National Technology Assistance Project



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Webinar: Social Media Engagement for Legal Aid Organizations

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Tuttle and Rizos talk goal setting and highlight the importance of understanding your audience. With the help of the "Pyramid of Engagement" and the "Three primary networks" rule, Tuttle and Rizos provide great insight to rewarding social media experiences for both legal aid organizations and their viewers.

Check out this webinar to better understand how to move past likes and follows and into purposeful engagements between your content and your users.

Remember why People are Using Social Media

- To Post Updates to their friends and family
- To talk to brands
- To share pictures and videos
- To market themselves
- To learn about things to do
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To have fun

Goals

What is your company hoping to accomplish on Social Media? Which social media tools you use and how you use them depends on what you want to accomplish and who you want to reach.

Goals should be S.M.A.R.T

S: Specific

M: Measurable

A: Attainable

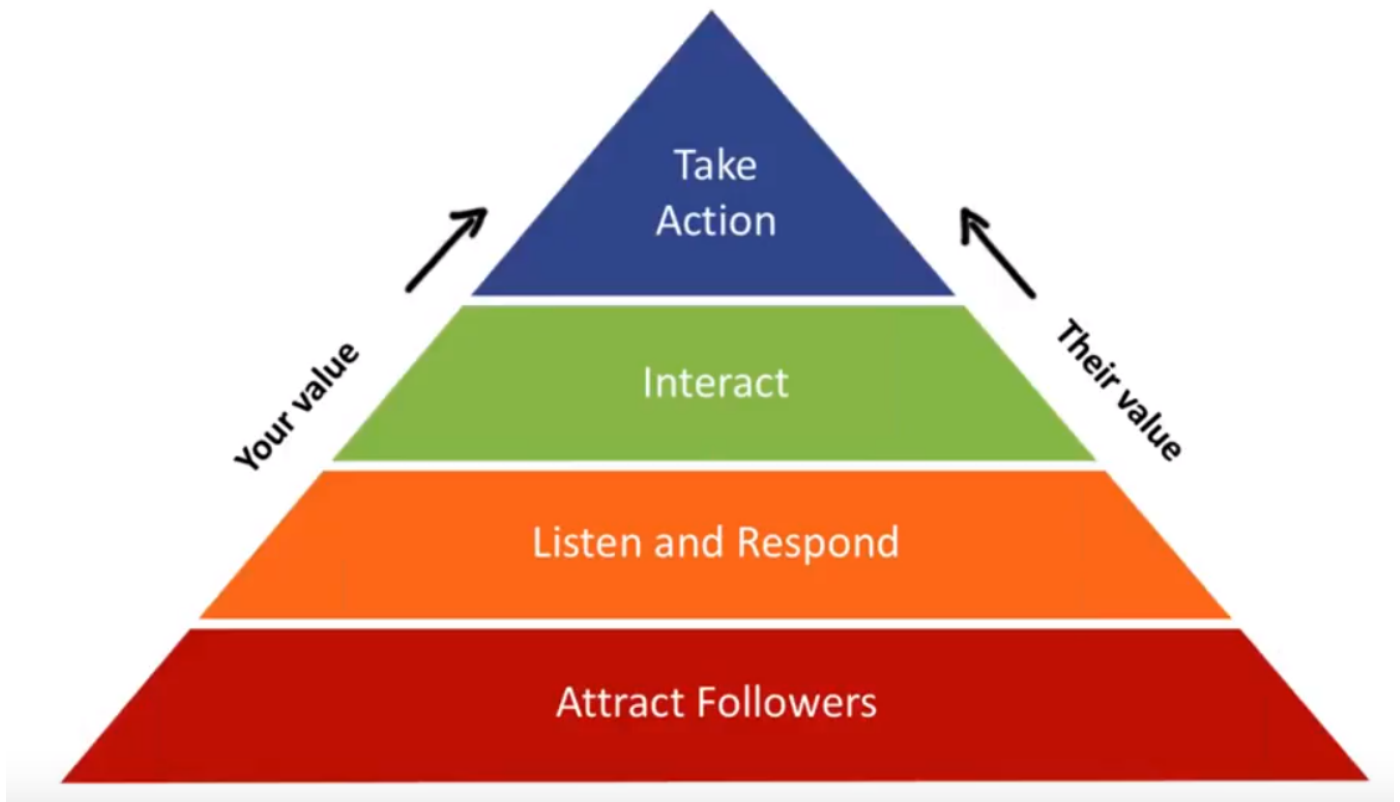
R: Relevant

T: Timely

Types of Goals:

1. Building a community. Can be around a certain issue or just a community based around your group
2. Provide information: educate your users on a particular issue or range of issues
3. Promote your organization's services online
4. Raise funds for your organization online

A Pyramid of Engagement



What is Engagement?

What this is depends on your goal. We don't want to be on social media just to be there, we want to use the networks to reach our goals and engage with our users.

Practicing Engagement

It's not enough that people follow our channels and like our particular posts, they have to practice engagement. Answer questions, comment and engage. Many likes will be done by people who haven't even read or watched the post.

Providing Value

What can you provide for people online that they care about?

- What services can you offer?
- Can they volunteer online?
- Can this be a portal to involvement: events, community building etc?
- What info can you share?
- What questions can you answer?

Offer exciting things! Don't just use filler content, don't repeat too much older content. People can tell if you are providing value or just wasting time. Make sure your content is something people actually want to see and engage with.

Get People "In the Door"

- Ask Constituents to invite friends
- Ask influencers to promote page
- Include link in emails and on website
- Include on business cards, email signatures and presentations
- Do a campaign with an incentive
- Contests - photo contests work well
- Tell people!

Encouraging engagement:

- Attend classes
- Register for classes
- Participate in competitions
- Meet new people
- Come to lunch
- Be social... in person

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