SLIDE 1

Social Media 101

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SLIDE 2

Thanks for completing the brief survey. As you'd expect, some of you are quite inexperienced, while others obviously have some experience. A bit under half of those of you who responded are using Facebook and YouTube. And there is a sprinkling of users of Twitter, Wordpress and Mailchimp. One respondent is also using LinkedIn and Nationbuilder (not covered today).

And thanks for your questions. They were great questions. Some were general in nature. Some were specific to particular social media tools. And some were specific to particular social media tools but applicable to others as well.

As you'd expect, your questions also reflect different needs and skill levels. And they also suggest that you're not all lawyers; that amongst you there is a range of roles and responsibilities. In order to address everybody's needs and questions and job roles, I've clustered the more general questions into general five topic areas:

1. social media's value for CLCs
2. social media planning and management
3. social media pitfalls
4. social media content, and
5. social media tips and tricks

I'll try to answer specific questions that fall under each of these clusters. But in the process I hope that you take away with you a better understanding of the general principles that apply to effective social media management and use, and that these principles help you regardless of your skill level or experience or the social media tool you're working with.

Some people asked for specific examples of the effective use of social media by CLCs, so along the way I'll provide examples that I hope are as inspirational as they are instructive.

Somebody asked me to run through how to set up a Twitter account for their CLC. I don't have the time to do that in this session. I suggest you simply visit Twitter and sign up via their homepage and follow the prompts (takes less than 5 minutes, costs nothing). If you are anxious, sign up using a dummy account name and an email address that you don't want to use later for Twitter. Play around with setting up your profile, finding people to follow, tweeting etc. When you're ready, close this account and follow the same procedure again to set up your real account.

You'll notice that I also want to cover Wordpress and Mailchimp, neither of which are social media channels. I'll cover Wordpress because your success with social media depends upon your ability to manage your website in a timely manner. And I'll cover Mailchimp because while social media is

here to stay and growing everyday, email is still the most direct way to reach those you most value (volunteers, other agencies etc).

I don't have the time here to go into nuts and bolts (eg how to set up a Twitter account), but I hope that along the way I provide you with general information about their functionality, value, pros and cons etc. I'll flag which are the most suitable for your CLCs, and talk about the advantages and disadvantages of each tool. I'm a big fan of the "suck it and see" school of social media, so I'd encourage, if you haven't already set up a Facebook or Twitter page or a YouTube channel, to do so and to just play around for a bit to get your bearings. There's not much that can go wrong.

Finally, I'll provide you with a list of useful social media links and resources for CLCs.

I'm hoping to wind up my presentation in time to allow 10 minutes for questions. If I don't get to your question, or if something occurs to you later, feel free to email me via steve@lcclc.org.au. You should also take advantage of the CLC Communications Workers' Facebook group, which is a great place to post questions and get tips, recommendations etc from others in the sector, many of whom know a lot more than I do about various aspects of social media and ICT. I'll provide a link to this Facebook group amongst the resources listed at the end of this presentation.

SLIDE 3

1/. Social media's value for CLCs

- Is social media worthwhile?
- What are the benefits for CLCs?
- How can social media help build our CLC's profile in the community?
- What are the common social media objectives of CLCs?

Is social media worthwhile? And what are the benefits for CLCs?

Does social media enable us to advance our clients' interests? Does it enable us to raise our organisational profile? Does it enable us to build our knowledge base (ie know what others in our sector are doing)? Does it provide us with opportunities for working collaboratively with other services that support our clients' interests? Does it build on or enhance existing relationships we have with traditional media outlets?

In each case, I believe the answer is Yes. None of these aspirations are new to CLCs. It's just that social media provides CLCs with opportunities to continue doing what we've always done, but quicker and more efficiently. It also broadens our reach into the local community and the wider world (often in ways we can't even imagine when we first begin), and it has the potential to level the playing field (ie a small, clever, creative non-profit can have as much impact as a larger non-profit). For a RRR CLC it also has the advantage of breaking down the tyranny of distance.

To illustrate this last point: Loddon Campaspe CLC is a small and comparatively young CLC and we're based in a regional centre in the middle of a wide and sparsely populated catchment. Each week,

approximately 150 people make first contact with our service, either in person or by phone. We developed a website soon after opening in 2005. And we've upgraded it three times since then, progressively enriching content, improving accessibility and integrating it with our social media channels. Since 2005 our website traffic has progressively increased. It currently attracts approximately 250 unique visitors each week. Approximately 65% (162 visitors) of these visits are first time visitors to the site. Since first venturing into social media via Twitter in 2009 our social media activity has also shown a progressive increase. Our tweets currently reach approximately 2000 other Twitter users each week. Our Facebook posts reach a similar number. And our YouTube channel attracts approximately 60 views per week. In total, our online and social media reach is approximately 4,200 people per week (28 times the number of people who contact us by phone or in person).

And to demonstrate how social media compares with older forms of online communication, I often like to share a usage snapshot that compares the BBS with Twitter. The former is a closed network. The latter is an open network. On 2 June 2013 CLC staff posted 6 messages on the National Noticeboard. 44 people read these messages within the following 24 hours. On the same day on Twitter, 20 CLCs posted 53 tweets and a further 20 CLC staff/projects/campaigns posted 79 tweets. Between them these 40 CLC accounts posted 132 tweets to 59,947 followers. The message: social media's reach leaves former methods of communication for dead. So, specifically, what are the benefits for CLCs?

Obviously, CLCs exist to maximise the public's access to justice, to challenge injustice and to champion social change. Although clients aren't always the intended audience for much of our online and social media activities, these activities provide collateral benefits to our clients.

Our online and social media channels provide us with forums to advance our advocacy work and to position ourselves in public discourse on justice issues as credible and knowledgeable players and commentators. They also keep us informed of news, events, campaigns, activities etc being undertaken by others and they provide us with easy opportunities to support and extend the work of others who are trying to achieve parallel outcomes for our clients (other CLCs, women's services, housing services etc).

They allow for people to engage with us in ways that were unthinkable as little as a decade ago. It's no longer just one-way traffic. Social media allows us to present our organisations as receptive, accessible, engaged, down-to-earth: characteristics not usually associated with the legal profession.

How can social media help build our CLC's profile in the community?

Our communities are now on social media, in numbers unheard of only five years ago, and we need to be there too. When Loddon Campaspe CLC joined Twitter in early 2009, there were less than a dozen Twitter profiles local to Bendigo. Now there are thouands. In 2009 we were the first Bendigo non-profit on Twitter. Now there are probably more than 100.

Examples

So, some practical examples of how Loddon Campaspe CLC has used social media to build our local profile

- We've tapped into trending local issues aligned with our work: #itstopswithmebendigo #vicfires
- We've Joined an active local Facebook group, Castlemainia (to post news, answer queries etc).
- We've promoted relevant local services, opportunities etc: Free @VicLegalAid #centrelink legal service in Bendigo next week. 5448 2333 for appointment or for more info visit http://ow.ly/sTNge
- We've asked others to share our news: Shepparton Community Legal Centre seeks a Therapeutic Justice Lawyer. Please RT @damienlrstevens @OUTin_theOPEN http://gvclc.org.au/employment-therapeutic-justice-lawyer/ …)
- We've sucked up to local media: RT @nicoleferrie Proud of @BgoAddy for focus on issue of men's violence against women and children #whiteribbonday @OurWatchAus
- We've promoted our own work: John Taylor, Deputy Ombudsman, on why it's important to have independent oversight of the Victorian #prison system http://ow.ly/FzNed
- We've shared relevant content: Extra funding for legal assistance services should only be a start http://theconversation.com/extra-funding-for-legal-assistance-services-should-only-be-a-start-34843 … via @ConversationEDU
- We've multitasked: We must take responsibility for supporting people vulnerable to interaction with criminal justice system @FlatOutInc http://ow.ly/FzPOC
- We've listed local influencers and we judiciously RT, reply, favourite their tweets etc. Like and comment on local agencies' Facebook posts (eg provide additional information or an alternative perspective).
- We respond and/or post comments on online local news articles with links back to our website and/or social media channels.

What are the common social media objectives of CLCs?

Raise profile, increase patronage, raise money, promote events (eg CLE sessions), recruit volunteers, enlist campaign support, provide timely updates (service changes, links to relevant issues or resources), position themselves in current debates, raise an issue's profile, generate media interest in a previously off-the-radar topic, provoke a response from others, calls to action (sign a petition, supply a photo, attend a rally, share a message).

Not every CLC will include the above among its objectives. For example Loddon Campaspe CLC does not seek to raise money via social media.

SLIDE 4

2/. Social media planning and management
- What are the necessary minimums for each tool to be effective?
- Are there ways CLCs can use Facebook and other tools with minimal staff resources/time? Can you replicate content across social media channels to reduce your workload? How does this work?
- How do we build a social media strategy/plan?

- What is the best social media for CLCs?
- How do we manage and keep up with social media?

What are the necessary minimums for each tool to be effective?

The social media price point is deliberately low (ie zero). This is how social media companies maximise buy-in. The rub for small non-profits like CLCs is that they need to resource their social media efforts. Unfortunately CLCs cannot venture into social media at no cost. CLCs either need to hire a communications professional or allocate time to an existing staff member to skill up and drive their social media activity. (See *10 Must-Have Skills for Nonprofit New Media Managers*.)

Start small, start simple. Budget two hours per week for content management for your website and for each social media channel you manage. Then add 1-2 hours per week to account for collateral administrative tasks (eg data capture, backups, correspondence, training). Scale up as time and resources allow. For example, if all you do is manage a Twitter account, allocate 5-6 hours per week.

To give you an example of resource allocation: I'm employed three days per week by Loddon Campaspe CLC to manage four websites (only two of which are updated more than once a month), three Facebook pages (only one of which is regularly updated), one Twitter account, two e-newsletters (each distributed quarterly), one YouTube channel (updated quarterly), and one Google+ page (updated irregularly). I also manage the organisation's print publications (eg annual reports, brochures, flyers etc) and undertake additional tasks like this presentation as required.

In a small CLC, with the constant pressures of casework, it's hard to drag yourself away from clients to deal with something that at first blush is trivial and has no direct bearing on the lives of our clients. But even the most stretched CLC can spare two hours per week (or 25 minutes a day) monitoring, posting, sharing tweets, especially if it's a shared responsibility.

And remember, you don't have to sign up to every social media channel all at once. I'd suggest the following progression for a small CLC or a CLC that just wants to dip its toes in the waters: start with Twitter, move on to Facebook and then YouTube.

Twitter is the easiest and cheapest channel to master and the quickest to give you a return on the time you invest in it (RTs, follows etc). It also lends itself best to multiple contributors, so you can spread the load or get staff with particular expertise or interests to take ownership of relevant content. For example, one Loddon Campaspe CLC staff member tweets about restorative justice matters, anther about medical-legal partnerships.

Unless your organisation already has a high profile or your content is likely to tap into a hot button issue, Facebook will take you longer to build up a follower base and to drive engagement. However, the engagement it does generate tends to be richer (ie comments). In time, as followers build, it may also prove to be the best platform from which to mobilise support from your local community or community of interest.

If you are producing your own videos, YouTube is the most technically demanding of the three mediums and the most expensive if you're not producing your own videos (although there are workarounds). Its content, however, is often the least perishable and has the greatest potential for viral engagement. And remember, a significant amount of the content on your YouTube channel can

be content produced by others: content that you have sourced from elsewhere and have collated for the benefit of others.

Are there ways CLCs can use Facebook and other tools with minimal staff resources/time? Can you replicate content across social media channels to reduce your workload? How does this work?

There are functionalities within most social media applications that allow users to automatically share postings etc. But these are a false economy. While it's tempting to think these functions will save you time, they ignore the reality that each channel has its own character, tone, conventions etc. Content that is automatically shared from one channel to another will jar with followers. They will see through it and won't appreciate it. Followers appreciate you taking the time to talk to them in the manner that best suits the medium.

This is not to say that the content has to be markedly different from channel to channel. For example a Facebook post may be the same length as a tweet, but its tone might be more conversational (in line with Facebook's character) than the tweet whose tone might be more didactic, arch, ironic or exclamatory. The tweet, unlike the post, might also include mentions of other users in order to alert them to your tweet and to generate a response (RT, favourite, reply).

You can share the social media load (eg sharing tweets), but don't have the person who is responsible for your social media also working in another role (at least long-term). It's a different headspace and requires more focus than you'd imagine.

How do we build a social media strategy/plan?

Your social media plan should just be one plank of your larger communications plan. And your communications plan should be aligned with your CLC's strategic goals. From there you just need to drill down, set realistic targets and track your progress.

eg Goal 1: Promote justice in Loddon Campaspe region
     Objective A: 10 blog posts highlighting local injustice
     Objective B: 6 blog posts highlighting local Aboriginal justice issues
     Objective B: 6 blog posts highlighting local CALD justice issues
     Objective C: 120 tweets highlighting local justice issues
     Objective B: 48 Facebook posts highlighting local justice issues
   Goal 2: Increase awareness of our work
     Objective A: 6 blog posts highlighting recent achievements
     Objective B: 6 blog posts highlighting client stories
     Objective C: 6 blog posts highlighting upcoming events
     Objective D: 100 tweets promoting legal outreach
     Objective E: 150 Facebook posts about our work
   Goal 3: Increase stakeholder engagement
     Objective A: 48 questions posted on Facebook
     Objective B: 120 retweets
     Objective C: Reach 1000 Facebook followers
     Objective D: Reach 700 Twitter followers

An editorial calendar can help you map upcoming content opportunities and assign responsibility to team members to share the load and account for days off etc.

Allow time to capture your website and social media data (eg followers, engagement). This will let you know how you are traveling and will show what's working and what's not. Adjust your plan accordingly. A spreadsheet is sufficient.

For example, LCCLC captures weekly Facebook and Twitter stats and monthly web stats. These are measured against clear and realistic targets (eg 600> LCCLC website visitors). We also set and capture targets/metrics for our e-newsletters (eg 22% open rate, 3% click rate)

Report on your website traffic and social media engagement to Board/Management/Staff to build their awareness of the value of your work in this area, its achievements and future requirements. Highlight real world achievements (eg a news article spawned by a tweet).

About 12 months after Loddon Campaspe CLC started using social media, a staff member asked me if any of our social media work had spawned a "real world" response. I knew what they meant (or wanted) but my answer was that social media is its own world. Engagement within the social media realm is just as valid as engagement in the real world. Although it is great when you see your social media efforts spawn a news article or campaign, don't despair if these occurrences are few and far between – it doesn't indicate failure.

Google analytics will allow you to track your website (Visits, Unique Visitors, Pageviews, Pages / Visit, Avg. Visit Duration, Bounce Rate, New Visits).

Facebook will email page admins weekly insights (New Page Likes, Weekly total reach, Talking about this/Engaged).

Twitter can email site admins basic stats (Total views, Retweets, Link visits, New followers, Favourites) or you can employ a third party app like Twitonomy or Klout to capture basic stats (number of tweets, user mentions, tweets retweeted, tweets favorited, Klout ranking).

What is the best social media for CLCs?

This depends upon your goals. Each social media channel attracts a different audience and has its own formalities, conventions, techniques and parameters.

Twitter is a great medium for sharing content and engaging with media outlets, other CLCs and non-profits, politicians, and people with a particular interest in your area of expertise (eg restorative justice) or interested in a current and topical issue.

Facebook is a better medium for sharing with people in your community (locals, clients, supporters, volunteers, past employees).

YouTube has great potential for story/cause telling, CLE, campaigning etc.

How do we keep up with social media?

The CLC Communications Workers' Facebook group is one way to keep up with social media, to post queries, links to resources you've found helpful etc. Every social media channel provides usage tips and most will email channel admins updated tips etc. Make sure you subscribe to these emails.

Heather Manfield's *10 qualities of a successful social media manager* provides this advice:

6. Reads blogs about social media and mobile technology
   A good social-media manager is a regular reader of Mashable, TechCrunch, Social Media Today, Social Times, Mobile Marketing Watch, All Facebook, About Foursquare, Nonprofit Tech 2.0, Beth's Blog, TechSoup, NTEN, and other such blogs. Social media moves very quickly, and your nonprofit will fall behind or miss opportunities to explore the "Next Big Thing" if your social media manager is not regularly browsing these blogs for breaking news about tools, upgrades, and emerging trends.

Good Australian sources are ConnectingUp and Hootville (e-newsletters, webinars).

SLIDE 5

3/. Social media pitfalls
- What are the pitfalls (eg inappropriate comments)?
- What are the pros and cons of allowing comments and moderating feedback (beware the trolls!)?
- What are the traps for young players?

What are the pitfalls (eg inappropriate comments)?
Don't expect the worse. Not once in the almost six years that Loddon Campaspe CLC has engaged with social media has the sky fallen in. We've had one instance where a person divulged personal information about a legal matter on our Facebook page (quickly deleted and the person encouraged to contact us offline). We've had one negative review on our Facebook page (it's still there). We've encountered one Facebook troll (very unpleasant but short-lived). Our website has been hacked once. And in the early days a few of our new Twitter followers had a sleazy flavour to them (blocked). Each of these problems was dealt with within 24 hours and without fallout.

What are the pros and cons of allowing comments and moderating feedback (beware the trolls!)?
The whole point of social media is two-way communication. If you don't allow for comments you're defeating the purpose. You're no longer sharing, you're broadcasting, and people won't thank you for it. At best they'll think you are aloof. At worst they'll tune out.

Allow comments and enable people to voice an alternative opinion. If you handle dissent and brickbats with aplomb, others will think well of you. You might even gain new fans. If they rightly point out that you've made a mistake, acknowledge the mistake asap, rectify it if possible and apologise (just as you would in the real world).

Having said that, there are three things you should do to protect your CLC (this advice applies mostly to Facebook): ensure you have a social media policy that provides guidance on how to deal with inappropriate comments (eg management notification, staff support, complaints procedure), place

an Acceptable Use policy on your Facebook page (as a Note) and ensure that under Settings/Notifications your Facebook page's Admin receives a notification each time there is activity on your Page (ideally via mobile) and that they check it as required (after hours if necessary).

When a comment is simply unacceptable (eg it's defamatory), take it down immediately. If necessary, post a comment of your own that tells page visitors that you took down an unacceptable comment and refer them to your Acceptable Use policy.

What are the traps for young players?

The major trap is to reply with all guns blazing. If someone posts a comment that gets you hot and bothered, don't respond with a 1000-word manifesto that details the error of their ways. If possible, let it go through to the keeper. If you have to, provide a restrained and polite but firm response. If they come back at you again, let them have the last word (there's nothing like the last word to take the wind out of someone's sails). An over-reaction on your part only plays into their sense of self-importance. Having said that, be aware that these encounters can be stressful. Support your social media manager.

SLIDE 6

4/. Social Media Content

- Provide practical examples of the best content for each tool (eg articles)
- How do different social media channels work with each other to promote visits to your website?

Wordpress etc

- Job ads (eg Employment Opportunity: Therapeutic Justice Lawyer).
- Case studies that highlight the unique value or character of your CLC (eg Former prisoner blacklisted by tenancy database).
- Opinion pieces or re-crafted press release (eg Goulburn Valley CLC fundng wipeout).
- Reports (eg Spotlight on family violence's impact on country women).
- Upcoming CLE events and wraps (Imprisonment in Victoria).
- Event wraps (eg Bendigo walks for White Ribbon Day).
- Evaluations (Advocacy Health Alliance upskills local health practitioners).

Aim for 300-word minimum. Provide an image (with an Alt tag). To help with SEO, identify your blog post's most appropriate keyword/phrase and make sure its captured in your URL and that it is repeated three to four times in your post (including in the page title and first paragraph). Provide at least one outbound link.

Mailchimp etc

- The same content as your website, plus links to others' new and resources etc .
- Snippets (eg Earlier this year Amy Frew, our new community lawyer, was awarded the Chief Justice's Medal for Excellence and Community Service. Amy is pictured with Justice Robert Redlich, Court of Appeal, Supreme Court of Victoria.)

Facebook

- Posts with strong, eye-catching images
- Posts that show your staff at work. Light-hearted, behind the scenes images.
- Current relevant issues (eg Productivity Commission report, Labor's election win, Candidates forum).
- Good news, especially if aligned with a positive force (eg Great to see CFA turnout at WRD)

Facebook loves images. Don't post unless you have an accompanying image. Keep text below 250 characters. Pose questions (eg "A Royal Commission. A Minister for Family Violence. Increased funding for family violence legal assistance and housing support. Light at the end of the tunnel? [link]"

Try not to post more than once a day. If you don't have organic content, share someone else's content (having made a comment of your own).

Use Insights to see who is following and which topics resonate with them. In our case, 58% of our fans are women, 13% are between 25-34, and most live in Melbourne (can't be too parochial). Family violence generates the most comments.

Twitter

- Links to others' resources (eg Another neat video from the @CastanCentre. Does Mr Johnson have the right to #legalaid? [link])
- Links to your own resources (eg John Taylor, Deputy Ombudsman, on why it's important to have independent oversight of the Victorian #prison system [link])
- Upcoming events (eg On 14 Dec. 1851 Chewton was the site of the 1st anti-government protest in Australia. On Sunday they remember [link]
- Current events (eg Great shame to not have Sen George Brandis Cth AG at #naclc14 articulating fed vision for legal assistance sector @TonyAbbottMHR)
- Life in the field (eg Only available space to assist #familyviolence victim at Kyneton court today was outside in the rain. Not happy!)
- Job ads (eg Goulburn Valley Community Legal Centre seeks a dynamic, passionate #therapeuticjustice lawyer #auslaw #npau [link]
- Important meetings, happenings (eg Eating cupcakes for #WhiteRibbonDay in Castlemaine. Men can bake cakes! Men can choose not to be violent.)
- News (eg Emergency housing agency @HavenHomeSafe wants election spotlight on #homelessness #vicvotes http://www.abc.net.au/news/2014-11-21/emergency-housing-agency-haven-wants-election/5908338?&section=news … via @ABCNews
- Trending events (#vicfires, #vicfloods, #stellayoung)
- Service details (eg Centrelink advice service)

Aim for less than 125 characters. Try to include 1-2 hashtags to broaden your reach and to tap into existing conversations. Mention others by handle not name so they receive a notification and you increase the potential for engagement. Include a link (to your website, YouTube, another resource) to be helpful and place it at the end of your tweet or at the ¼ mark. Twitter rewards pithy, ironic. Doesn't like slagging. Don't over-post (once a day is better than 350 times a day).

- Public events (eg Candidates' forum)
- CLE events (eg Restorative Justice forum)
- Such and such explained (eg Castan Centre's Have you got that right? series)
- Client and service provider testimonials
- Interviews (eg International Women's Day 2013)
- Milestones (eg A-G announces funding double header) (NB slide show via Animoto)
- Service promo (eg La Trobe Market Day video)

How do different social media channels work with each other to promote visits to your website?

Work from the assumption that people may arrive at your content from any social media channel. They may even arrive at your content via another channel as a result of sharing. Or they may arrive at your content via a third-party curation tool (eg Reddit, Flipboard).

They may come across your content on more than one platform, but you have to assume they won't. Hence, if you have something important to say (eg you've been defunded, you have a job vacancy), say it on all channels (crafted to suit each channel's format). This may be time consuming, but it's essential.

Always locate your richest content on your website (eg a 300-word post on a newly released report, the job description) and provide a link to that content on related tweets or posts (don't make people have to look for it).

Make sure that your website provides links to each of your social media channels. Make sure your social media channels provide links back to your website.

If you upload a video to your YouTube channel, tweet and post to promote it, tell people about it in your next newsletter. If it's related to a previous post on your website, add a comment or a note at the bottom of the post directing people to the recently uploaded video.

Not all of your content is important, so it doesn't always need to be replicated. Just because you share something on Facebook, doesn't mean you have to post it on your website. Often, however, if I post something on Facebook (eg the Productivity Commission's report) I'll also tweet about it. But where I might only post about it once on Facebook, I may tweet about it several times over the coming days.

SLIDE 7

5/. Social media tips and tricks
- How do CLCs drive social media engagement?
- What are the best ways to maximise web access and promote online information for clients?
- What are the most efficient and effective methods of using these tools?

How do CLCs drive social media engagement?

Reciprocity is social media's guiding principle. And a networked mindset is the key to your social media success or failure. Share the world and the world will share you. Share, don't broadcast. Ask questions, don't preach.

We don't have to be full-blown media outlets, but visitors will expect us to be an expert in our chosen field (which might be a geographical area or area of practice) and will come to us seeking relevant content. Make sure that you have the goods. And stay on message.

Don't silo your CLC's communications efforts; enlist staff expertise and areas of interest. Enable staff to tweet or post in their area of expertise. Tell them about their successes. Report social media achievements/milestones to the CLC team. If you get your staff onside (eg by promoting their law reform work or getting bums on seats at a CLE event) they will in turn help your engagement.

Start to think of yourself as a content curator, ie a major part of your job is to find and share with your followers content that is relevant to your shared interests or concerns. Not only will followers appreciate your curation efforts, but those whose content you share will appreciate your interest (and may in turn share or engage with your content).

Set up a social media calendar that foreshadows upcoming content opportunities (eg international days, events [CLE sessions, conferences, report launches etc]) and employ a social media dashboard (eg Hootsuite) to schedule posts to go live on non-work days.

Pay to promote Facebook posts that are important or topical. Five dollars might buy you 1000 impressions. Twitter ads are now available in Australia. Pay to promote tweets, eg job ads.

Hook into existing networks or conversations (eg Castlemainia or #ItStopsWithMeBendigo) and have your say. Monitor topical issues and have your say before the heat goes out of them.

To get people to follow you on Twitter, follow key influencers in your real world network and those who follow them. In most cases they will reciprocate. Mentioning people or retweeting them often encourages people to follow you (I make it a rule to always follow anyone who retweets me). Generally easier to gain Twitter followers.

Somebody asked "How can CLCs collaborate and support each other?" Great question. Follow every other CLC on Twitter and Facebook (see NACLCBruce CLC list). By subscribing to this list and regularly dipping into it, you will find tweets relevant to your work that you can share. If another CLC is raising money, retweet their tweets etc.

To gain Facebook followers is harder. Good content will help. It might be worth paying for Facebook ads specifically aimed at attracting followers (approx. $1 per follower, or twice the price of a postage stamp).

A warning

Social media alone will not tear down the walls of social injustice and oppression. It takes considerable social media influence to effect change. And it takes time. Calls to action (eg asking people to sign an online petition or to attend a rally or enter a competition) via social will not deliver appreciable results until your social media channels reach a critical mass of followers.

In 2012 Heather Mansfield put that figure at 5000. Only two CLCs have achieved this: ASRC (140,000 Facebook likes) and HRLC (7000 Facebook likes). In 2014, with more non-profits competing for attention, it might be more realistic to put this figure at 6000.

Bear in mind that causes, like fashion, change over time. Notwithstanding their sophisticated and committed approach to social media, part of the ASRC's success is a result of their alignment with a high profile public policy issue. They also benefit from the narrow focus of their work. A generalist CLC, especially in a RRR area, simply can't compete. It will take longer for a generalist CLC to reach Heather's "magic number". They have to play the long game. (For example, Loddon Campaspe CLC created its Facebook page in 2009. By November 2014 we still had only 1361 followers)

SLIDE 8

6/. Wordpress

- What is a CMS?
- What are the benefits of a CMS?
- Get your website house in order

What is a CMS?
A CMS is an online "database that stores articles, blog posts, user data and other information. Wordpress is simply one of thousands of CMS, it's just the most popular. A CMS also includes features for configuring the website, posting stories, dynamically generating pages and doing pretty much everything else that we expect of a website."

What are the benefits of a CMS?
A CMS differs from a standard website, which is a collection of static but linked pages that are uploaded from a PC to a web host. A standard website requires web design software loaded onto a pc. A CMS houses all the relevant software online, hence is accessible via an online account, and doesn't require HTML knowledge (although a little bit helps) or an external web developer for ongoing updating (ie it allows you to quickly and cheaply update content on the fly).

Get your website house in order
Your website's homepage is your online front-of-house and the gateway to your richest content. You need to make sure that your website can support your social media channels.

2. Get your website house in order before embarking on social media. This means:

- Make sure that your website employs a Content Management System (CMS*) so that you are not reliant on external web developers (it's cheaper and you are fleet of foot)
- Make sure that at least one staff member is proficient in the use of the CMS (ie they know how to create and edit menus, pages, posts, upload and edit images, install plug-ins and widgets)
- Make sure that it has a dedicated section for news and events (effectively your blog)
- Make sure that it employs a responsive theme so it can be viewed on all devices
- Use one of the big three CMS (Wordpress, Drupal, Joomla) to ensure a seamless staffing transition and access to a wide community of skilled developers

- Make sure you employ an SEO plug in to optimise traffic
- Make sure you employ a backup plug in or likewise for security
- Make sure passwords are stored securely but accessible to managers or others in case you are hit by the proverbial (ie CMS login, web hosting dashboard, domain registry)
- Make sure that your website provides obvious links to any social media channels you own

3. Deliver rich, fresh content. Your site visitors deserve it and will come back for more. And it improves SEO. This means:

- Prioritise rich media (images, video, audio)
- Be flexible and fleet of foot (ie be prepared to update or upload new content at short notice, eg press releases)
- Update your site frequently (minimum 1-2 times per month), eg blog posts
- Make sure content is current (staff names, service details, links, addresses etc)
- Make sure your content is intelligently ordered (ie don't make people search your site for your phone number – put it on your homepage)
- Make sure your website has a Search function so that people can easily find content relevant to their needs (standard with CMSs)

5. Wordpress.com or Wordpress.org?

The distinction can be confusing. They are similar and the former is free. But you should set up your site via Wordpress.org

The latter allows you to install unlimited plug ins (which add additional functionalities, eg SEO, social sharing, reduce spam), there is multitude of themes that can be easily customised by web developers, and you avoid links advertising WordPress.com and themes.

To set up a site via Wordpress.org will require a host or ISP (who will charge you – approx. $20 per month), a web developer to customise your site to your requirements (approx. $400-$800), and a theme ($0-$75). Your site can be mapped to an existing domain, eg www.myclc.org.au

SLIDE 9

7/. Mailchimp
- What is the best e-news format (Mailchimp, PDF sent as attachment to in-house email list, other)?
- How does your e-news link with your web content?
- How do you gather email subscribers?
- What if you only want your e-news to go to paid members?

Email still trumps social. And email packages like Mailchimp offer numerous advantages for newsletters over the old fashioned photocopied version or PDF attachments:

- It lands in subscriber's in-boxes as soon as you send it (or at a scheduled time of your choosing)

- You get detailed insights on emails (eg % opened, links clicked, who forwarded you, when they read you, how you compare with other non-profits) so you can judge their reception and craft future newsletters or campaigns accordingly
- People can sign up via a simple form on your website
- Emails can be viewed online
- Email drive traffic to your website
- Emails are easily shared with colleagues etc
- You can segment your subscribers to target specific audiences (eg paid members)
- HTML emails embrace rich content (eg images, links)
- Recipients can unsubscribe at will or will be deleted if the email account no longer exists
- Emails are cheaper than printing and mailing
- Emails have a lower environmental impact

Email services offer economical monthly fee (far less than comparable postage), usually based upon the number of email subscribers. Some services are free if the number of email subscribers doesn't exceed a certain number (eg Mailchimp 12,000 emails per months <2000 subscribers). The open rate for electronic e-newsletters exceeds that of newsletters sent as PDF attachments. And unlike PDF attachments, e-newsletters drive traffic to your website and allow for social sharing.

It takes time to master the software, but it will soon pay for itself if you are no longer stuffing photocopied newsletters into envelopes or contracting a mailing agency.

Two components: a subscriber database and the campaign software (eg Mailchimp).

Subscribers

Pull together an Excel spreadsheet to capture agency contacts (ask staff to contribute their favourites, VIPs, event attendees etc). If necessary, get a volunteer to help you. Capture the following data under columns:

- email addresses
- first name (so you can personalise emails)
- last name
- type, eg volunteers, paid members, VIPs, media outlets, housing services, law students (optional)
- mobile phone number (optional, useful for last-minute messages).

Upload your mailing list (as an Excel spreadsheet) to Mailchimp. Don't spam (Mailchimp and others will ask you to confirm that the recipients of the email addresses you're uploading have given you their permission. A simple email footer field will allow you to tell subscribers how they ended up on your list, eg "You are receiving this email because you opted in at our website or have regular dealings with Loddon Campaspe CLC or Seniors Rights Victoria's Bendigo office."

Create a subscription form for your mailing list (via Mailchimp) and make sure it features on every page on your website

Promote the subscription form via social media, CLE events etc, especially in the run-up to your next mailing.

Segment your lists or create custom lists as the need arises, eg for special events

Campaigns/Content

- Keep them short (provide <50 word teasers with links to corresponding website posts)
- 5-8 articles max
- Keep the tone light, conversational (assume some familiarity)
- Try to include a catchy image with most teasers
- Include links to social channels
- Use a responsive template
- Try for a catchy but not spammy subject line
- Test several times before you send and proofread, test links, compare on different screens
- Consider A/B Split Testing (helps determine the best time to send, what kind of subject line works best etc)

Monitor reports and track open and click rates. Aim for 21.5% open rate and 2.9% click rate (non-profit industry standards

SLIDE 10

8/. Questions

SLIDE 11

9/. Links and Resources

- *CLC Communications Folk: https://www.facebook.com/groups/113872832091148/*

- *VLF online legal resources: http://www.victorialawfoundation.org.au/online-information-resources*

- *10 qualities of a social media manager: http://www.nptechforgood.com/2011/09/13/11-qualities-of-an-effective-social-media-manager/*

- *SMILE (Social Media in Legal Education): http://socialmediainlegaleducation.com*

- *YouTube Nonprofit Program: http://sproutsocial.com/insights/how-you-can-benefit-from-the-youtube-nonprofit-program/*

- *NACLC CLEWS Network Social Media Resource: http://www.naclc.org.au/cb_pages/clews_resources.php*

- *Connnecting Up: http://www.connectingup.org/*

- *Hootville: http://www.hootville.com/*