

'Marketing, Recruiting, and Communicating with Members Through Social Networking Sites
by Amanda C. Ellis, Esq.

In the spirit of IWIRC's upcoming annual conference in New Orleans, focus on the following lyrics of one of the region's well-known songwriters, Jimmy Buffett:

*These changes in latitudes, changes in attitudes
Nothing remains quite the same*

Changes are present in our own organization as we await a new board, website, and brand to lead us into a new IWIRC year. Part of this approaching change is learning to use new tools to market our organization and attract and retain members. The social networking sites Facebook, LinkedIn, and Twitter are three tools available to us to market our organization to a wider audience, attract new members, and communicate with current members. Consider the following methods for using the social networking sites to obtain and share information about our organization.

Facebook

1. **Like the IWIRC page.** Click [here](#) to view IWIRC's Facebook page. Then, click "Like."
2. **Read updates in your Facebook news feed.** After "liking" the page, you will receive updates in your Facebook news feed. Or, you can go directly to the IWIRC page at a set time each week to review IWIRC's updates. **Note:** when the IWIRC Facebook page loads, only updates from IWIRC will be shown. Click on "International Women's Insolvency & Restructuring Confederation + Others," as shown below, to view updates by our members as well as the administrators of our page.



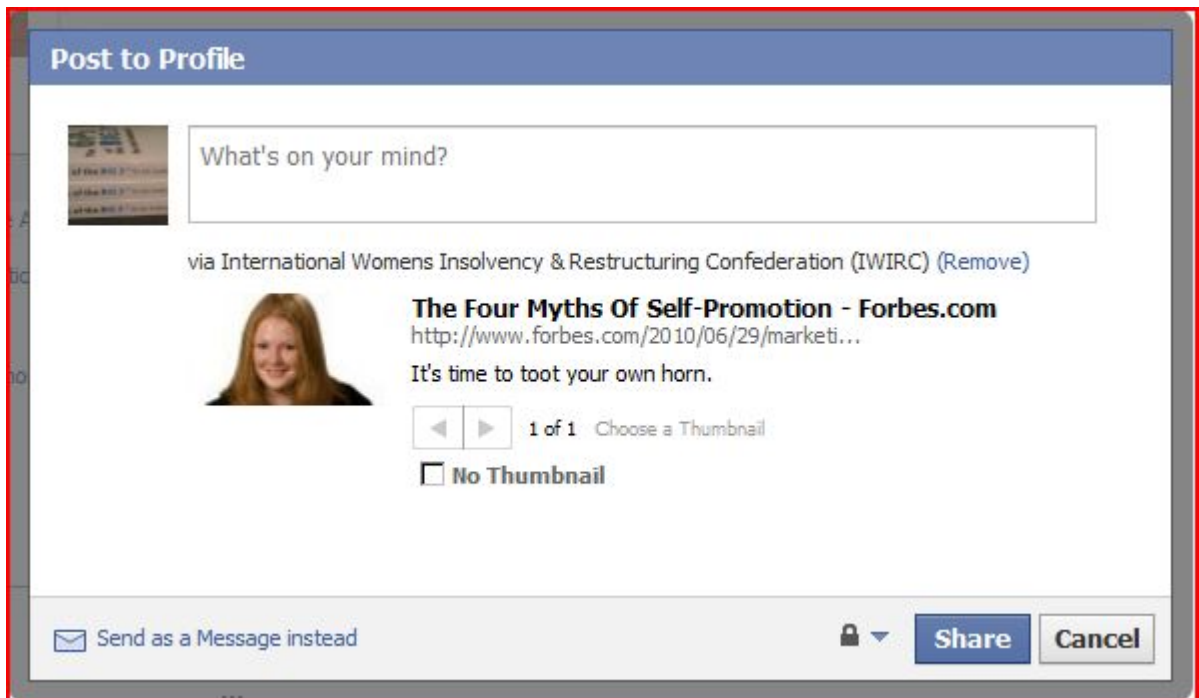
3. **Like or comment on the content posted.** If you enjoy a particular post on our page, you can click "like" under the post and a thumbs up sign will appear, as shown below. Or, you can type a comment in the space provided.



4. **Share links.** If you enjoy an article posted on the IWIRC page, you can share the article to your Facebook friends on your individual page by clicking “share,” as shown below.



Then, you can add your comments about the article and click “share” again.



The article from the IWIRC page then appears on your individual Facebook page, but IWIRC is noted as the original source.



5. **Share content.** Share articles or other news updates of interest to members. For example, IWIRC member Jennifer Mercer shared the following article and update on the IWIRC Facebook page.



A screenshot of a Facebook post by Jennifer Mercer. It features a profile picture of Jennifer Mercer, her name, and a link to a Law.com article titled "Slowdown in Filings Fuels Competition for Bankruptcy Cases". The article text discusses the decline in Chapter 11 filings and increased competition among law firms. The post is dated September 8 at 10:51am and includes interaction options like Comment, Like, Share, and Flag.

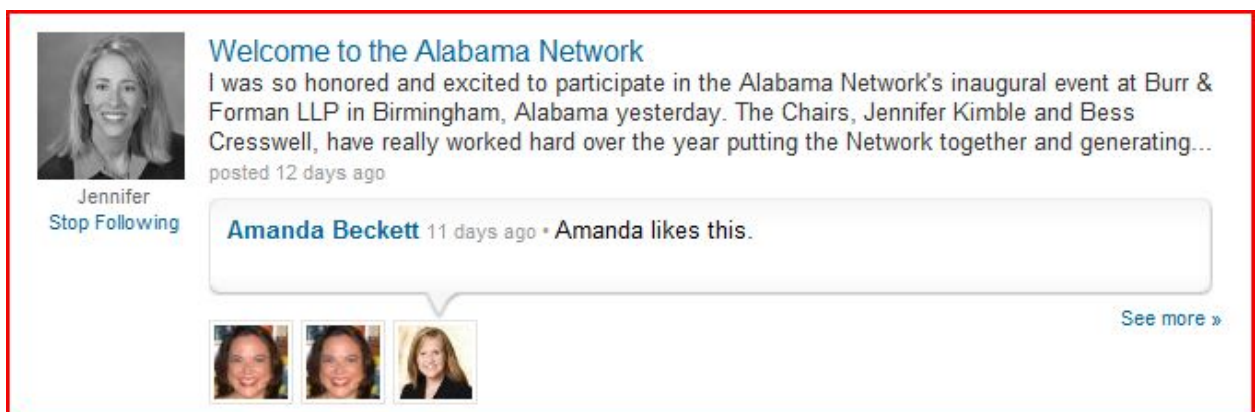


A screenshot of a Facebook post by Jennifer Mercer. It features a profile picture of Jennifer Mercer, her name, and a congratulatory message for Tammy Gerogelas being named one of the Best Lawyers in America in 2010 in the specialty of Collaborative Law: Civil. The post is dated 29 minutes ago and includes interaction options like Comment, Like, and Flag.

Caveat: Remember that any content you share on the IWIRC page is visible to anyone, not just IWIRC members.

LinkedIn

1. **Join the IWIRC group.** Click here to join IWIRC’s LinkedIn group.
2. **Review the content in the IWIRC group.** The content in the IWIRC group consists of articles, member updates, and job postings.
3. **Like or comment on the content posted.** If you enjoy a particular article or update, you can click “like” under the post and a thumbs up sign will appear. Or, you can type a comment.



A screenshot of a LinkedIn post by Jennifer Mercer. It features a profile picture of Jennifer Mercer, her name, and a post titled "Welcome to the Alabama Network". The post text describes her participation in the Alabama Network's inaugural event at Burr & Forman LLP in Birmingham, Alabama. The post is dated 12 days ago. A comment by Amanda Beckett, dated 11 days ago, says "Amanda likes this." Below the comment are three profile pictures of other users. A "See more »" link is visible at the bottom right.

4. **Share content.** Share articles of interest to members or congratulate a member on involvement in a particular case (see below). **The content you share is only visible to group members.**



Twitter

1. **Follow IWIRC on Twitter.** Click here to see IWIRC's profile, and then click "follow"
- 2.



3. **Retweet content shared on IWIRC's page in three easy steps.**

Find the post you want to share and copy it.



Paste the post in your "What's happening?" box and type "RT @IWIRC" at the beginning of the post.



The tweet from IWIRC's page then appears on your individual page for all of your followers to see.



4. **Tweet from conferences or live events (or follow other members' tweets from conferences or live events if you are unable to attend).** The conference organizer (IWIRC) designates a hashtag (i.e., #iwirc10). Then, members attending the conference tweet updates and include the hashtag (#iwirc10) with each conference update. Members (or anyone) not attending live can follow the updates from Twitter by searching for #iwirc10. Click [here](#) to read my May 2010 newsletter about how members of other organizations such as the ABA, ALA, and ABI participate in conference tweets.

*Amanda C. Ellis, Esq. is an accomplished legal recruiter based in Dallas, Texas, and the author of **The 6Ps of the BIG 3™ for Job-Seeking JDs**, which outlines over 60 ways lawyers and law students can get hired using social networking. Amanda is the former co-chair of the DFW IWIRC Network. For more information on using social networking for professional development, please visit www.6psbig3.com.*

