



State Bar of California Social Media Guidelines/Policy Task Forces, Committees, Working Groups

Introduction

The purpose of the State Bar's social media presence (Twitter, LinkedIn, and Facebook) is to disseminate to the public, licensees, and stakeholders news and information about the State Bar. The use of social media must be guided by the constraints of the State Bar being a governmental agency and the responsibilities commensurate with that role.

Additionally, the Bagley-Keene Open Meeting Act prohibits a majority of members of a state body from using a series of communications of any kind outside properly noticed public meetings. The act applies to many of the State Bar's advisory bodies created by the Board of Trustees: task forces, working groups, committees, and commissions. Serial meetings—whether directly or through intermediaries—to discuss, deliberate, or take action on any item of business that is within the subject matter of the state body are prohibited. The term 'serial meetings' refers not only to in-person meetings, but also to:

- Telephone calls
- Text messages
- E-mails
- Social media messages or comments (i.e., Facebook, Twitter, Instagram, etc.)

To that end, the State Bar and its volunteer committee members must use the following guidelines when communicating about State Bar business on any social media platform.

Confidential Information

State Bar content must conform to professional and ethical rules. To that end, no confidential or privileged information should be posted.

Types of Content

Committee members can share pictures, videos, audio, and graphics so as long as they do not violate Bagley-Keene. If you are unsure whether it is permissible to share specific content, please contact the State Bar staff before posting.

Do's

- **DO** retweet @StateBarCA tweets regarding meeting information.
- **DO** tweet and/or post notices regarding meeting agendas and meeting materials.
- **DO** tweet updates as they are happening during the meeting.
- **DO** post videos/photos of the meeting, so as long as they do not violate confidentiality.
- **DO** tweet post-meeting recaps.
- **DO** respond to messages regarding how to get more information about the meeting.

- **DO** post information on how to subscribe to receive notices regarding agendas and meeting materials.
- **DO** use relevant hashtags, e.g. #ATILS.

Don'ts

- **DON'T** create a serial meeting by responding to, commenting on, or retweeting other committee members on social media platforms regarding information and decisions that the committee is considering.
- **DON'T** make promises regarding issues that the public has mentioned.
- **DON'T** use social media to reach State Bar staff regarding concerns about committee work. Instead please communicate with staff directly by email or phone.

Crowdsourcing

Outreach within your social media network to solicit ideas and input from your network and the public is encouraged, provided that you comply with the following guidelines:

- **DON'T** tag or mention other Task Force members in your posts.
- **DON'T** speak for the task force when commenting online on input from the public.
- **DON'T** invite other task force members to participate or comment on your posts.
- **DO** ask questions and gather ideas independently within your network.
- **DO** use the hashtag #ATILS.

MOST IMPORTANTLY, if you are within the social network of another ATILS member and you view a crowdsourcing post concerning ATILS, **DON'T** participate by commenting, retweeting, or liking their post, as such conduct may lead to a violation of Bagley-Keene. If you see a post that you would like to respond to, send an email to staff and staff will disseminate your comment in a manner permissible under Bagley-Keene.

SAMPLE POSTS: BEFORE A MEETING

- The next [@StateBarCA](https://www.calbar.ca.gov/committees) meeting of the task force on legal tech #ATILS will be held on [date, time, location]. To subscribe to receive meeting notices, scroll down on this page and select Task Force on Access Through Innovation of Legal Services: <http://board.calbar.ca.gov/Committees.aspx#subscribe>
- The agenda and materials for the [date] meeting of [@StateBarCA](https://www.calbar.ca.gov/committees) legal tech task force #ATILS are now posted: <http://board.calbar.ca.gov/Committees.aspx>
- Time is allotted for public comment at each meeting of the [@StateBarCA](https://www.calbar.ca.gov/committees) legal tech task force #ATILS. Interested in attending to comment? Check the agenda and contact committee coordinators listed there if you have questions. Our next meeting is [date]. Agenda: <http://board.calbar.ca.gov/Committees.aspx>

SAMPLE POSTS: DURING A MEETING

- Today's meeting of the [@StateBarCA](https://www.calbar.ca.gov/committees) task force on legal tech #ATILS will begin at [time]. You can view the live webcast here: <http://board.calbar.ca.gov/Video.aspx>
- Post non-confidential information, such as noteworthy quotes, as they happen.

SAMPLE POSTS: AFTER A MEETING

- The archived webcast of the [date] meeting of [@StateBarCA](https://www.calbar.ca.gov/committees) legal tech task force #ATILS is now available: <http://board.calbar.ca.gov/Video.aspx>

- You can subscribe for future meeting notifications of the [@StateBarCA](#) legal tech task force #ATILS. Scroll down on this page and select Task Force on Access Through Innovation of Legal Services: <http://board.calbar.ca.gov/Committees.aspx#subscribe>