National Association for Court Management
Strengthening Court Professionals

Social Media Subcommittee Meeting Agenda

October 15, 2026

Chair: Sara Miles Co-Chair: Rachel McCarthy

NACM Social Media Page

Meeting number (access code) on WEBEX: 2534 171 4651

Meeting password: cY6gn6mw4wJ

A. Welcome and introductions

B. Communications Committee Updates
- Meeting for Communications Committee is on Oct 22nd.
- Stacey previewed and presented event calendar

C. Upcoming events, conferences, webinars, community outreach/volunteer opportunities-
- Webinars
  - October 22 (Tyler)
  - 2nd part of Trauma Informed Courts on Oct 29
  - November (CORE)
  - December 10 (Social Media)
- Conferences in 2027 (La Jolla in Feb and Tacoma in July)

D. Social Media content ideas
- Feature new board members
  - Tim, Mankinta and Kristi
- Weekly post on important dates (committee meetings, webinars, etc.)
  - Working on this with Tim called “This week in NACM”
- Promotion of the Merch Store
  - Side project of “Where in the world do they NACM?”
  - Need photos submitted of people in NACM gear
- Highlighting Court Express and Court Manager
- Announcement of NACM Emerging Court Professionals Committee
- NACM CORE and the new Learning Management System
- Mentorship program
  - Re-do video for website to also be posted on social media
- Posts that are still on deck:
  - New Publication with the JTC

- Tyler Webinar on the 22nd
- October 20th Court Leaders
- New Members from Sept
- Breast Cancer Awareness
- Domestic Violence Awareness
- Website Committee Post

E. Digital standards for AI Use and Accessibility in social media
   - Discuss creating a Social Media AI protocol and WCAG practices for posts
     - The Do's and Don'ts of using AI
     - Fact checking graphics and brand standards
     - Color contrast, font size and readable graphic design
     - Alt text and image descriptions

F. Standing Social Posts:
   - NOVEMBER
     - American Indian and Alaska Native Heritage Month **(TESS)**
     - National/World Adoption Day **(TIM)**
     - Veteran's Day **(MELINDA)**
     - Transgender Day of Remembrance **(TESS)**
     - Thanksgiving **(STACEY)** & BLACK FRIDAY MERCH/CYBER MONDAY- (**STACEY)**
   - DECEMBER
     - Universal Human Rights Month **(MELINDA)**
     - Happy Holidays (incorporate all holidays during court recess) **(TIM)**

NEXT MEETING IS THURSDAY, DEC 17