



# Amplifying Mission through Social Media Engagement: NCBP's, Your Bar's, and Yours



# Introduction



## Sameena Safdar

- Founder & CEO of Amplify Your Voice
- Lawyer by practice and training
- 20 years in legal technology sales and marketing
- Now I help companies and individuals amplify their brands through social media
- Mom, proud DC resident, evangelist of innovation, diversity, equity & inclusion, authenticity & well-being, personal branding, social media, #nomanel, and lover of all GIFs

# Agenda

1. Why should I participate?
  - a. Why engagement by leaders is crucial
  - b. What's in it for my bar association – and me?
  - c. Current state of NCBP engagement
2. Teach me how to do this!
3. Hands-On: practicing what you've learned
4. Next steps

# Easiest volunteering you'll do!

**Minimal**  
**(10 minutes)**

- Comment 2 times

**Moderate**  
**(15 minutes)**

- Comment 3 times
- Reshare one post with curation

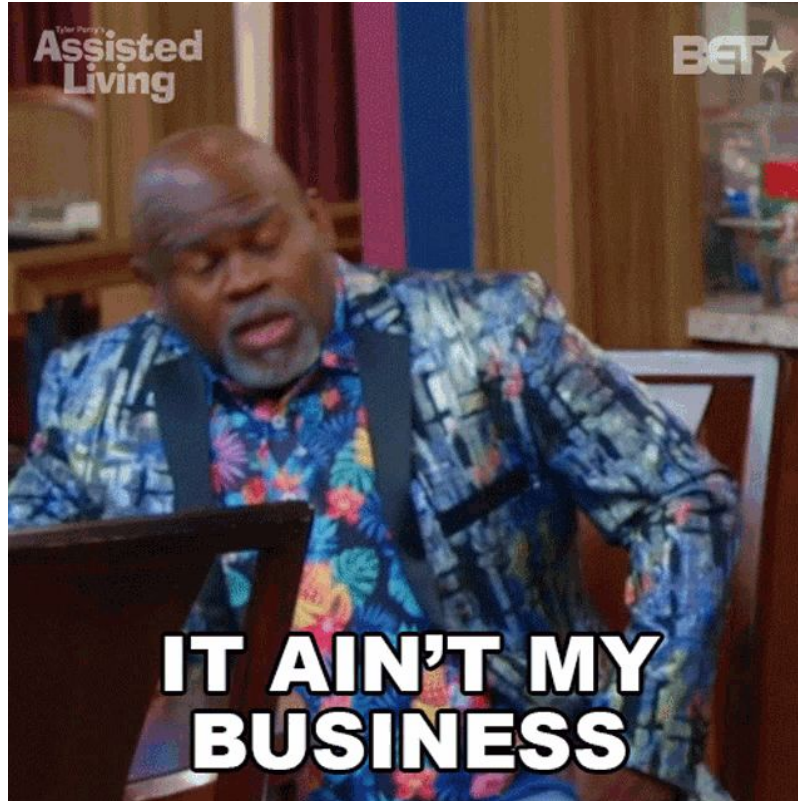
**High**  
**(25 minutes)**

- Comment 5 times
- Reshare a post with curation
- Share one original post

You - leaders and volunteers to NCBP -  
have a unique powerful role to play



# Social Media — Isn't That What NCBP Does, Not Me?



It's one you can easily do – without spending money or leaving your desk chair.

AND, it will benefit you personally too!



Guess what? People are busy and don't have the time or inclination for more meetings or events.



# You have to show people WHY

- Why should they attend an event?
- Why should they join NCBP?
- Why should they attend your bar event?
- Why should they hire you?
- Why take a meeting with you?
- Why even connect with you?

You know this. You have to get and keep clients (external AND internal) and maintain relationships.

Guess what? Adding a one-line comment on social media is ONLINE business development.

In far less than .1 billable hours

# You have social media power NCBP, your bar association, and your own organization does not!



- Posts by individuals have much higher engagement than the same post by an organization
- You expose your organization's posts to an entirely new network!

# Are you sure this social media thing works?

Leaders - 70% of consumers feel more connected when CEOs share)

Employees - 72% of consumers feel more connected when employees share

Salespeople – sales representatives using social selling outperform their peers and exceed quota 23% more often

# Social Media — Help Yourself Too!

Mere one-line  
comments:

- Put yourself in your clients' and prospects' feeds
- Curates content for the clients & colleagues who follow you
- Amplifies things important to you



# Other Benefits of Amplifying NCBP online



- Show Your Leadership & Lead by Example
- Boost Your Visibility & Gain Opportunities
- Drive Relationships
- Connect More Deeply & Feel More Engaged
- Be Authentically Seen

# Questions about Why Should I Do This?



# What are NCBP's mission and values - are any yours?

NCBP Mission: Empowering, connecting, & inspiring  
bar leaders and organizations

## Strategic Priorities:

- Providing relevant bar leader programming
- Increasing engagement & building community
- Growing our membership
- Expanding partnerships
- Creating & modeling the “next gen” bar
- Creating a sustainable financial model



## Core Values:

- Leadership
- Inclusion, accessibility and belonging
- Collaboration
- Innovation
- Well-being of the legal profession

# Analysis of NCBP's current engagement/presence

## *Followers:*

**LinkedIn: 277 followers; Facebook: 498 followers; Twitter/X: 1,102 followers**

**Posts: 1-2 times/week on each platform**

- **Great job sharing events beforehand but missing opportunity to share afterwards**
- **Amplifying some members but could do more**
- **Low engagement - only from a few members/leaders**

# Part II: How to Amplify NCBP Content



# But how? Authenticity is key



# Comment, Don't Just Like!

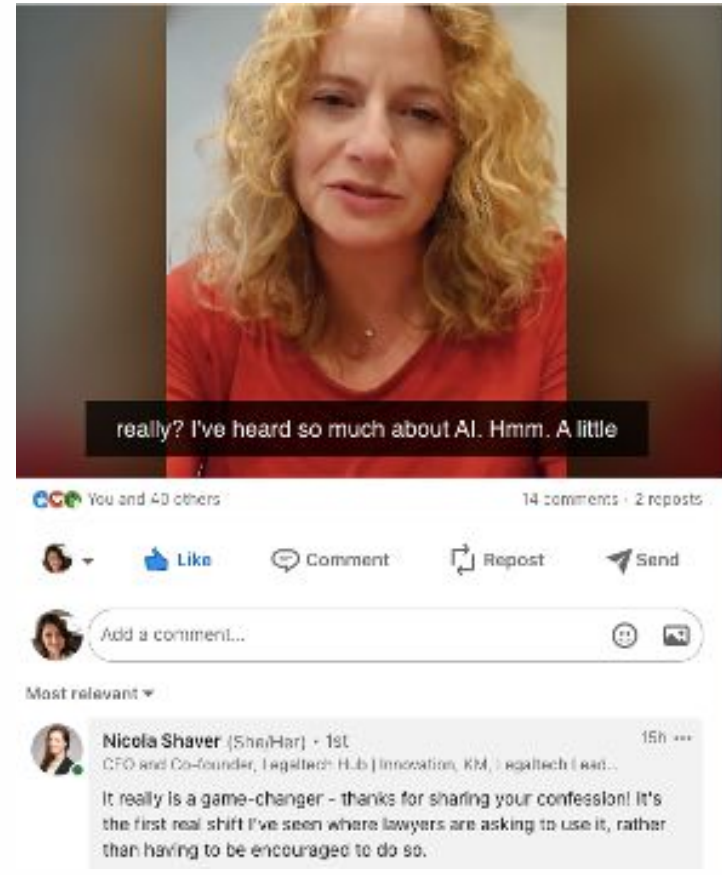


## Why?

- Amplifies & boosts visibility for the NCBP (via the algorithm)
- Deepens your relationship with others by engaging
- Makes that person more likely to comment on your posts
- **MOST IMPORTANTLY - puts you in the conversation, shares your brand, AND expands your network**

# Share your brand through easy comments

- Don't overthink
- One sentence is enough!
- Try quoting a section of the post or underlying article that resonates.



# Sample comments

- “This webinar is right on point with what XYZ clients are worried about. I’ll be attending this one!”
- “This really resonated with me: INSERT QUOTE.”
- “I’ve so enjoyed working with Jane Doe - she’s taught me a lot about well-being.”

# Comments drive visibility



**Ken Rivlin** · Following  
Partner, Allen & Overy LLP  
5d · 🌐

On Friday, November 18, Allen & Overy LLP and the International Environmental Lawyers Network are co-hosting the 2022 IELN Conference on Mining, Renewables, the Energy Transition, and ESG in our New Yo ...see more



Hosting the 2022  
IELN Conference on  
Mining, Renewables,  
the Energy  
Transition, and ESG  
Nov. 18

**ALLEN & OVERY**

👍 Colby Davis and 62 others

5 comments · 8 reposts

👤 Like    💬 Comment    🔄 Repost    📧 Send

👤 Add a comment...    😊 📧

Most relevant ▾

**Sameena Kluck** (She/Her) · You    5d ...  
Online Branding & Social Media Strategist | Business Development, ...  
Ah, what a great session -- there's been a lot of focus on ESG but it's hard to know what's just greenwashing!  
Like | Reply



**Women's Bar Association of the District of Columbia**  
1,950 followers  
4mo · 🌐



"Don't take yourself too seriously and remember that service to others makes your life more fun and meaningful!" -- [Catherine V. Pagano, Esq.](#), Senior Government Relations Representative at [United States Postal Service](#)

We are thrilled to finally present you a [#MeetAMemberWednesday](#) profile of the heartbeat of our membership - our board member & cochair of our board's Programming and Governance Committee, [Catherine V. Pagano, Esq.](#)!




👍👍👍 Sonia Murphy and 67 others

32 comments


Reactions




# Comments drive visibility also for you!

 **Rachel Tumidolsky Hardwick** (She/Her) • 1st Senior Executive 3mo ...  
Cathy is a treasure!


Like · 🗨️ 4 Reply

 **Christina Bonanni** • 1st Senior Associate in Environmental and Energy Law at Lippes Mathias ... 3mo ...  
Working with **Catherine V. Pagano, Esq.** in the Energy and Environmental Law Forum of WBADC has been a pleasure. She is always such a positive and supportive presence.


Like · 🗨️ 3 Reply

 **Anne Collier** • 1st Chief Executive Officer at Arudia 3mo ...  
**Catherine V. Pagano, Esq.** is truly a wonderful person! I have enjoy working with her on a number of projects and committees. She's always a ray of sunshine, inspiring, smart, and supportive. Yay, Cathy!

Like · 🗨️ 5 Reply

 **K. Brooke Welch** (She/Her) • 1st Team Connector; Lawyer Well-being; DEI-B (Alcohol Culture) 3mo ...  
"Remember that service to others makes your life more fun & meaningful!" This ethos truly and authentically shows up in your actions, welcome, and kindness. Thank you so much for generous and supportive spirit. :)

Like · 🗨️ 4 Reply

 **Colleen M. Yushchak** • 1st Developing and Operationalizing Privacy Compliance Programs 3mo ...  
Love seeing you highlighted and I wonder how you have time for everything you do! 😊

Like · 🗨️ 5 Reply

# Practice Time!

- Gather with a few people sitting next to you.
- Everyone should open the LinkedIn app or navigate to it on their device.
- In the top search bar, search for NCBP, go to the page, and open the posts subtab
- Select a recent post and discuss a comment you each could add to that post. (Remember - it only needs to be one line, but substantive)
- Each person should post a comment from your own device.

It is time to learn how to post



# Four Steps to Creating an Ideal Post

1. You only need 2 lines of text (but more is fine)!
2. Use a headline/compelling first sentence
3. Last 2 Lines:
  - a. Blank line
  - b. 3-5 hashtags
4. Tag speakers or host in post (or instead in the comments)

# Sample Posts BEFORE AN EVENT



Learn about the innovative use of art for leadership skills development and experience first-hand a little taste of it guided by expert Claudia Tordini, founder and creator of the first Leadership Development Through the Arts Program.

Knowing about leadership does not make a leader.

Practice does.

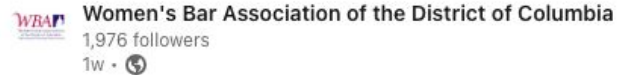
Experiential learning through art creates that space for anyone to become a skilled leader.

[#promotingwomenlawyers](#) [#onthemenu](#) [#leadershipdevelopment](#)

Join us on June 30 at 12 pm; register here <https://lnkd.in/e2RgDvKx>



If you are a woman lawyer in the DC area, I highly recommend that you join the WBA and find your village! President [Kandis Gibson](#) has a great year planned! [#wbadc](#)



"Find a tribe. Find a support system – both lawyers and non-lawyers – who know you, care about you, and want you to succeed....Your life will be so much better with an understanding tribe." -- [Kandis Gibson](#), [Morgan, Lewis & Bockius LLP](#) associate

For this week's Meet a Member Wednesday post, we're thrilled to share a bit more about our new fearless leader, President Kandis Gibson!

Get to know Kandis a bit better with one excerpt here -- then head to her full interview (here: <https://lnkd.in/e5fyeG2n>) to learn a bit more about some of the best advice she ever received, from her mentor [Barbara Murphy](#):

Q: What words of advice do you have for women new to the profession?

# What to Do DURING AN EVENT



1. Grab a photo (of anything!)
2. Write down 3 takeaways or insights

# What to Do AFTER an Event

1. Comment on NCBP's post
2. Repost (but curate!)
3. Add your own post with:
  - a photo (of the speakers, venue, or program)
  - 3 insights

# What to do after: comment on org's post



**Mary Blatch** (She/Her) · 1st  
Senior Privacy Counsel, StockX

59m ...

A fabulous evening with some of my favorite lawyers!

Like | Reply



**Rachel Davakis** · 1st  
Attorney, U.S. Office of Special Counsel, Investigation and Prosecutio...

1h ...

So many rockstar speakers to celebrate a wonderful bar year with **Candace Beck** and an exciting upcoming bar year with **Kandis Gibson**!

Like | Reply



**Gaffar Chowdhury, CAP®** · 1st  
President and CEO at District Wealth Strategies. 2020 NAIFA 4 Under...

3h ...

One of my favorite annual dinners!

Like | Reply




**Bridget Bailey Lipscomb** (She/Her) · 1st  
Assistant Director, Environmental Torts, Civil Division


3h ...

It was an awesome event!


# Resharing Content - impt for leaders

 **Robin Wolpert** · 1st  
J.D., Ph.D., Political Innovation and Awe, Ethics & Complian...  
5mo · Edited · 🌐


Watch this inspiring well-being conversation on Law Firm Summer Reboot Camp, with our host [Nicholas Werker](#) and fellow panelists [Dena Lefkowitz, Esq., PCC](#) ★ and Laura Cowan! So wonderful to be part of this!

 **Sapientia Law Group**  
398 followers  
5mo · 🌐


Is a healthy work-life balance possible in a legal career? Sapientia's [Robin Wolpert](#) and other panelists answer that question and explain how as part of Working Legal's "How To Achieve A Proper Work-Life Balance While Working In The Law" virtual panel. Check it out! <https://lnkd.in/gPmG6bcz>




Law Firm Summer Reboot Camp 2023: How To Achieve A Proper Work-Life Ba...


 **Faizi Syed** · 1st  
Principal & Chief Strategist  
2d · 🌐


As someone who's worked on both sides of the estimating process, I can definitely say this tech makes a huge difference. Excited to see how it helps our clients grow.

 **Pinnacle Consultant Group**  
1,009 followers  
2d · 🌐

Focusing on what matters in the fast-paced construction world can be the key to your success. [...see more](#)




  
**Focus on what matters:  
Growing the business  
(we'll handle the estimating)**



# Create your own post

Include your three insights



 **Roya Vasseghi** · 1st  
Employment Law & Commercial Litigation - Compliance / Risk Mitig...  
1mo · Edited · 🌐


Yesterday, [Erin Schiffman](#) and I had the privilege of attending the [Women's Bar Association of the District of Columbia](#)'s first ever [#wellbeing](#) conference. Here are my take-aways:

"Self-care is not self indulgent." I cannot hear this enough. Working is not the only way we can be productive. If we don't take care of ourselves, we can't accomplish the big goals we've set for ourselves.

Sometimes you have to get off the bus/train/etc. Life is too short. If something is not good for us, we have to let it go. Even if it's what we went to school for or our career.

"Well being is not the absence of suffering." Sometimes life is hard. Okay, a lot of the time life is hard. But we still have to take care of ourselves and prioritize our physical, mental and spiritual health.

I'm so impressed by the work and dedication of [K. Brooke Welch](#), [Samantha Sloane](#), [Sarah Ahmad](#) and [Gaffar Chowdhury, CAP®](#) in putting this conference together. [Candace Beck](#), you are my [#shero](#) for the effort you put into this event and the space you created for this to happen. And thank you to [Faegre Drinker](#) for the beautiful space. What an amazing day!



# Practice Time!

- Gather with a few people sitting next to you and discuss one post you could make about this Mid-Year Meeting.
- Remember to:
  - Write at least 2 lines of text
  - Use plenty of white space
  - Tag NCBP
  - Use 3-5 hashtags (one should be conference hashtag)
- At least one person publishes a post but all others comment on any post published

# Next Steps this week

1. Write down insights from sessions and take at least 1 photo this week
2. Publish a post about this meeting
3. Comment on NCBP's posts
4. Connect with people you meet on social media
5. Block off 15 minutes on your calendar weekly for social media



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**Be the catalyst – put yourself in conversations and build relationships while amplifying your organizations**



# Need more help?

- Social Media Audit & Consulting
- Social Selling for your Leadership Team
- DEI Networking & Brand-Building Coaching
- Outsourced Social Media



**Sameena Safdar**  
CEO/Founder