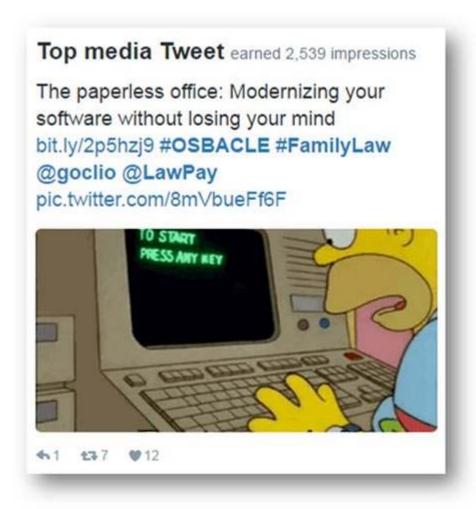
Using Images of Our Members





Making CLE Content More Engaging



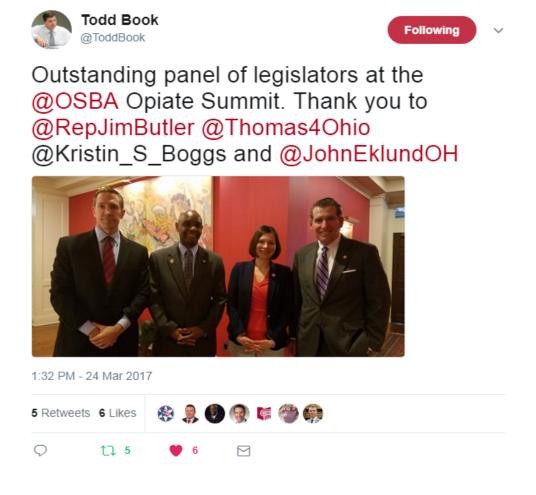


Using Presenters & Sponsors to Promote Events...





...Thanking Them Afterwards



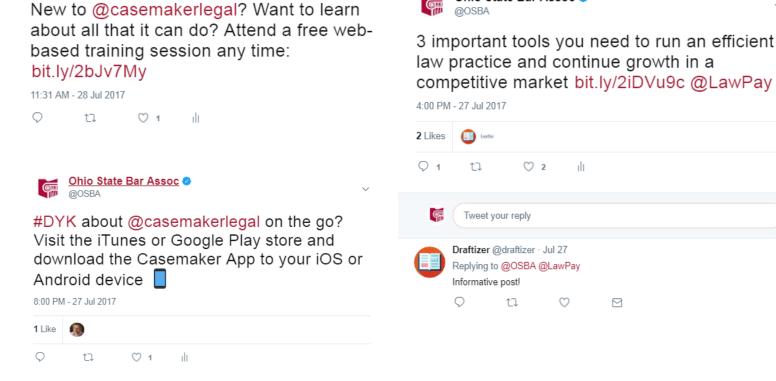


Tagging Event Sponsors





Affinity Programs/Sponsors



Ohio State Bar Assoc 3



Ohio State Bar Assoc 2

@OSBA

Content Marketing vs. Direct Sell

Jul 2017 • 24 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,422 impressions

#Watergate: Lessons for today, nearly 45 years later bit.ly/2t75s8f @JohnWDean @jimrobenalt #OSBACLE pic.twitter.com/fjCBc6hmqL



£3 4 ¥14

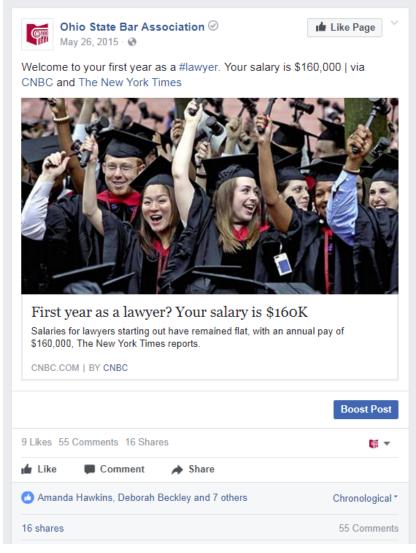


Tie to Current Events





A Word to the Wise





Social Media Influencers

Top media Tweet earned 9,954 impressions

OSBA member @K_Long_22 &
@BuzzFeed legal editor @chrisgeidner
discuss the view from Washington during
LGBTQ Diversity & Inclusion Conference
pic.twitter.com/yAsWI19WEO





