

# **How to Add Social Media to Your Business Plan Without Impacting Your Time or Budget**

By:

James Edwin Jackson II  
Virginia CLE

Steffan Welch  
Virginia CLE

Presented at:  
ACLEA 47<sup>th</sup> Mid-Year Meeting  
January 22 - 25, 2011  
San Francisco, California

**James Edwin Jackson II**  
Virginia CLE  
Charlottesville, VA

Edwin Jackson has been the Publications Director at Virginia CLE since December 2006. Prior to that time he was a legal editor, an acquisitions editor, a publisher, and finally a senior executive with LexisNexis over his 12 years at the for-profit company. Edwin has managed well-known legal treatises like *Corbin on Contracts*, *Appleman on Insurance*, and *Cross Examination: Science and Techniques*. While at LexisNexis he grew the Custom Legal Publishing division from a staff of 6 and a publication total of 200 to a staff of 30 and a publication total of over 500. He has been attending ACLEA since 2000 and has spoken for ACLEA on 12 different occasions, served as publications co-chair, co-chaired the Vancouver meeting, and currently serves as the ACLEA awards co-chair. Edwin is lucky to reside in beautiful Charlottesville, VA with his wife Jennifer and his kids Olivia (12), Jake (10), and Sidney (18). He enjoys home improvement projects, kayaking, power boating, golfing, movies, Xbox 360, tech gadgets, and spending time at the beach.

**Steffan Welch**  
Virginia CLE  
Charlottesville, VA

Steffan grew up in Maryland and Virginia and graduated from Valparaiso University in Valparaiso, Indiana with a degree in business administration and marketing. While at Valparaiso, he developed a fondness for the Midwest, particularly the city of Chicago and the Great Lakes. He then worked in banking and for Lexis-Nexis (Michie Law Publishers) before joining Virginia CLE in 1997. Since then, Steffan has served the organization in several different roles, first as a publications editor and then in an administrative role before assuming his current marketing responsibilities earlier this year.

# **HOW TO ADD SOCIAL MEDIA TO YOUR BUSINESS PLAN WITHOUT IMPACTING YOUR TIME OR BUDGET<sup>1</sup>**

James Edwin Jackson II  
*Virginia CLE*

Steffan C. Welch  
*Virginia CLE*

---

<sup>1</sup> At the time these materials were submitted, Virginia CLE had more than 660 facebook “likers.” See <http://www.facebook.com/VirginiaCLE>. This is since our page was first launched in late February 2010. In November 2010, we surpassed the number of likers that the Virginia Bar Association has. The Virginia Bar Association is by far the largest voluntary bar association in the state with 5,500 members.

## **WHY SOCIAL MEDIA?**

At Virginia CLE, we came up with a mission statement about social media and the “why” we started down this road. I think “why” is best explained by that statement:

*To further distinguish the Virginia CLE brand from other CLE providers; to reach a younger generation of lawyers who embrace social media; to foster ongoing relationships and inform our customers and our volunteer speakers and authors; and to provide immediate updates on Virginia CLE events, new products, and other items of importance to the legal community in Virginia.*

It is important to note that we did not start the social media “experiment” at Virginia CLE with only marketing goals in mind. In fact, before we started we were lucky enough to have somebody who was working on social media for various businesses, Steinar M. Knutsen, come in and advise us right from the start. We were even luckier since he was right here in Charlottesville.<sup>2</sup> Steinar has been very generous to us with both his time and knowledge, and he is one person I know of who is actually making a good living doing social media for businesses of all sizes.

One of the first questions we received was “why social media?” I think our initial answer was “why not?” After all, through time haven’t people asked the same questions about other communication methods? “Why fax” became “why email” which later became “why social media.” In the end, thinking about these questions shaped how we thought about making the effort. How could we get into social media to achieve our goals without adding personnel or delaying what we were doing in other key areas. In other words, how could we minimize risk but still do a good job?

To elaborate, I will describe each key component of our mission statement:

### *Distinguish our brand:*

The Virginia CLE brand was somewhat . . . stuffy. Kind of old. We even traded on the name with our slogan which was “the gold standard for 50 years.” We wanted to re-ignite the brand and get people to think about us as innovative and current with the times. Social media was growing by leaps and bounds and was certainly the latest and greatest idea. One thing we found in reviewing customer data was that although we continued to do well with older attorneys we were not actually reaching younger attorneys very well at all. The number of attorneys who had received their license within 5 years that had registered for a program or bought a book from us was shockingly low. They were clearly going elsewhere for their CLE. This led to. . .

Reaching a younger generation of lawyers who embrace social media. Although we noted that the fastest growing segment of facebook users in 2010 was women over the age of 35, social media was clearly a medium used frequently by younger folks. Since we

---

<sup>2</sup> Steinar M. Knutsen, [www.steinarknutsen.com](http://www.steinarknutsen.com) OR [www.newsitemediagroup.com](http://www.newsitemediagroup.com).

had trouble reaching these young lawyers, using social media to help reach out to these folks (along with some other key initiatives<sup>3</sup>) seemed ideal.

To inform our customers:

As stated above, we did not move into the social media arena to only do marketing. We wanted to humanize our organization and be a place where people could get key information *not only* related to the most recent book or seminar that we had coming out. You will see from our page that we have employee interviews, news of interest to lawyers, tech tips, and a lot more. We made a conscious effort not to make it just a place where we sell products. However. . .

To provide immediate updates on Virginia CLE events and products:

We are a business after all and we have products that people need. So, yes, we take the time to advertise our products and services but it does not dominate our page. It is part of the whole but if you review our page I think you would be hard pressed to say that we have an overwhelming amount of marketing information there. We very much looked for balance.

*So then the question became “Why facebook?”*

The answer to this was simple – we had to start somewhere and facebook was the largest social media site out there – by a lot. I think it still is. When Steinar met with us, he confirmed he thought it was a good place to start but also said that moving more into YouTube might fit out particular business well. More on that later. . .

## **GETTING STARTED**

“Pre-game warm-up”:

After some discussion among several management personnel including our marketing director, publications director, one of our seminar attorneys, and an I.T. representative, we decided to proceed with establishing a facebook presence for Virginia CLE. Facebook seemed the most conducive for a business entity as opposed to other social media options, as it would allow us to communicate a mix of scheduled events, marketing content, and personal interviews with staff and volunteers as opposed to simply posting occasional updates or resumes and business networking information.

The account and page were initially set up by a marketing intern we had at the time, a student at the University of Virginia who worked for us several hours per week at no cost to us. She had a personal facebook account and was familiar with the steps required.

---

<sup>3</sup> See [www.vacle.org/newlawyersedge.htm](http://www.vacle.org/newlawyersedge.htm).

Once the mechanics were done, we had several more discussions regarding content. Early on we decided it would be beneficial to have a lot of information ready to post before going “live” so that we could provide those looking at our page with a steady, consistent stream of information that was posted on a regular basis.

Consultant:

Next, we enlisted the social media consultant mentioned above<sup>4</sup> to speak to us for an hour for a very reasonable fee. He gave us tips on choosing a URL for our facebook page that would allow us to be found more easily by people searching on facebook and also some tips on how to generate “likers.” He also stressed how important it is to keep a balance of (i) personality, (ii) product marketing, and (iii) relevance to industry when posting content to social media channels.

The consultant spoke to us again more recently and gave us more invaluable tips, such as how to connect with related entities by posting a comment on their facebook pages. Not all entities allow outside posts, but many do and we have connected with several law schools in the state by doing this, particularly the schools with faculty members who regularly volunteer for us as speakers and authors. Another candidate to connect with would be the Bar organization for your state. The idea is for individuals looking at their page to see your post, click on it, and ultimately become a fan of your page. As there are frequent updates and improvements to all social media channels, it has been helpful to have this expert’s input at several crucial junctures in the development of our plan.

Information-sharing applications:

We then discussed possibly using an application such as Hootsuite or tweetdeck, which are consoles by which you can (i) post information once and allow it to populate all of your social media channels (for example, facebook, twitter, LinkedIn) and (ii) schedule information to automatically be posted and re-posted on certain dates. While this may be an option in the future, we haven’t followed this path to date because we have limited our social media efforts to just one channel—facebook—to which we have one individual post content directly.

Flip camera:

One piece of equipment we decided to invest in has been a flip camera.<sup>5</sup> It records high definition video as well as still pictures and has become an integral tool as we seek to continually provide content for our facebook page. At least monthly and sometimes more frequently, we record interviews with speakers at our live seminars and other events such as the Virginia State Bar’s annual summer conference and also record and post interviews with staff members, all in an effort to put a personal face on Virginia CLE.

---

<sup>4</sup> See note 2.

<sup>5</sup> Kodak Zi8.

This meets two of the goals of having a social media presence stressed by our consultant—personality and relevance to industry.

### ***WHO SHOULD BE INVOLVED AND HOW SHOULD THEY COMMUNICATE?***

This was a very important question posed early in the process. As with anything, if the group was too large we ran the risk that nothing would get done. If it was too small, we might miss opportunities outside of the small group's reach. In the end we decided to form a social media committee which included:

- Executive director
- All seminar attorneys (3)
- Distance learning/IT representative
- Marketing coordinators (2)
- Publications representative

8 people = total

As the project progressed, we scaled that down to six, with two of the seminar planners dropping off the committee due to other time commitments. Six was a manageable number, and we had representation from all key departments including the top executive and two members of senior management.

Early in the process we also chose one person to be the implementation lead and one person to be the strategy lead – both represented marketing (Steffan and Edwin – your two presenters!).

#### ***Implementation lead:***

One implementation lead was required so that two very important requirements were met: Content consistency and accountability. We could not have five different people posting to the site in five different ways. It was important to have somebody that was detail oriented, had good judgment, and who was a good writer. Creativity was also important. Finally, a connection between social media and the job was important – we felt that having social media aid the person in doing their job would make it more satisfying. We chose one of our marketing coordinators for the role and luckily he was very interested. This was the person who would do the lion's share of the actual work needed to keep the site current.

#### ***Strategy lead:***

One strategy lead was needed to always remind us what the focus and end goals should be and to make decisions as needed for course changes. As we progressed with our social media effort, we knew that if it was a success we would have to change how we do things. We would have to monitor the workload and make sure that we were

getting something out of it – even if that something was not immediately measurable by traditional standards. It also would help if the strategy lead was a member of the senior management team in order for other management-level personnel to have complete “buy-in.” And, once again, we felt it was important to have somebody that fit all these criteria and who was interested and active in social media.

We also started off by asking *all* staff to submit materials of interest to the implementation lead – wanting to get as many people involved as possible while providing a gatekeeper for the content. We discovered early on that participation in something non-mandatory like this was spotty at best. From the very start we had virtually zero participation in our social media effort from people who were *not* on the social media committee. We found out later by attending a monthly social media club event in Charlottesville<sup>6</sup> that it’s very common to have only 10 percent of company staff participate in any meaningful way in social media efforts. With a staff of 30, we were actually well above that 10-percent mark with the six-person committee.

We set up a social media calendar in Outlook to solicit information that might be of interest to post on facebook. We also said that sending these items directly to the implementation lead would be okay. The idea behind the calendar was two-fold – we would know when the item was posted and we could schedule items accordingly to ensure we appeared active. Everything we heard about social media said that it’s better to have no site than a “stale” site. For an example of a stale site, check out the Virginia State Bar’s page.<sup>7</sup>

#### Meetings, assignments, and action items:

We decided to meet every week for a half hour. If this seems like a lot, I can tell you that it was a tight meeting. We rarely went over the 30 minutes and often ended early. We were focused but also allowed time for new ideas. It went really well. The implementation lead took notes and we assigned action items and reviewed them every week. This kept us on task and the results showed immediately. Every person on the six-member team contributed to a very active page, and everybody knew that if they did not get their assignment done, it would only be a few days before they were “called on the carpet.” As the work became part of our everyday work (about four months in), we decreased the frequency of the meetings to every two weeks but of course kept the action items and assignments. It’s now normal, efficient, and everybody is accountable.

### **THE DAILY OPERATION**

#### Process:

Now that Virginia CLE’s social media presence is “up and running,” our process has been streamlined to the point that time commitment is kept to a minimum. One of our

---

<sup>6</sup> <http://socialmediacub.org/chapter/charlottesville>.

<sup>7</sup> <http://www.facebook.com/#!/pages/Virginia-State-Bar/172275022878?v=wall>.

two marketing coordinators spends approximately a half hour each morning posting a new piece of information. This information may consist of a news item relevant to the legal community in our state, product information such as the release of a new Virginia CLE publication, a question regarding the practice of law designed to solicit comments and interaction on our page, photos, or a video clip. We have found that consistency is important when making posts so that those viewing our page can expect to see an update at approximately the same time each day. Updates should be frequent, but not too frequent. Daily posts or, on occasion, two posts per day seem to work well.

The key to this streamlined process is having a social media calendar designated on our office Microsoft Outlook email system. Any staff member can access the calendar and post a noteworthy item, or they can simply communicate an idea to those of us in marketing. The calendar works well as a place to accumulate information which is then vetted, edited, and if it makes the cut, posted to facebook by our marketing coordinator. While it is important to solicit information from as many personnel as possible, it is even more important have one or two individuals responsible for vetting it and then posting it only if deemed appropriate.

Events and products:

To the extent possible, we try to include a link in facebook posts that drives people to a relevant page on the Virginia CLE website.

The first occurrence of each of our live seminars is posted under the “Events” tab at the same time the seminar is made available for registration on our Virginia CLE website. These events can be shared at any time with our “likers,” whether at the time of the initial post or at a later date, for example, the week before the program to serve as a reminder to register. This is built in to facebook’s functionality. There is also the ability to post comments under each event, such as that a particular speaker has just received an award or been elected to a certain position.

When Virginia CLE publishes a new title or a new edition of one of our books, we post a note regarding this to facebook along with a picture of the book and a link to the product page for the book on our website, encouraging people to make a purchase.

Video clips:

Video clips taken with our flip camera have become an increasingly important part of our facebook page. Video clips consist of the following:

1. Staff interviews;
2. Extractions from recent webcasts, which we post with a note asking individuals to send us email if they would like to be notified when the program becomes available as an online, archived program;

3. Interviews with customers (for example, we recorded an interview with an attorney who had recently established a practice and posted it in three parts over a series of weeks to facebook. We tied this into a “new lawyer” promotion we had initiated around the same time and posted the video to our new lawyer web page as well.); and
4. Speakers interviewed after they’ve presented at particularly noteworthy programs.

The more interesting the background, the more attention-getting the video will be. Our very first staff interview was recorded during the Virginia State Bar’s annual meeting in Virginia Beach with the historic hotel that served as the venue in the background. We have also used our publications library display as a background, which provided a secondary form of advertising for our Virginia CLE publications.

### ***PROMOTIONS***

As a fairly new presence on facebook, we realized the need to let people know about our page and encourage them to become fans/likers so that they would return to our page and, more importantly, to take advantage of the exciting viral nature of social media marketing by automatically receiving our posts on their wall each time we posted new information.

To respect our customers and so as not to bombard them with too much information all at once, we have spaced each promotion a few months apart and have to date had three successful promotional efforts. Each begins as a mass email to our broadest customer list encouraging them to find us on facebook and become a liker in order to take advantage of a special offer.<sup>8</sup>

#### ***Promotion #1 (resulted in 50 new likers):***

“Join us on facebook and receive 10% off the price of  
any Virginia CLE publication.”

Those receiving the email were directed to reply to our marketing coordinator’s email address. He was then discreetly able to verify that each person had become a fan before sending them the name of a coupon/discount code which could be used to receive the discount upon making their purchase via our website. Including a link to our publications web page in the reply email facilitated people “clicking” directly to our Virginia CLE website.

---

<sup>8</sup> Our promotions thus far have been limited to discounts on our publications, but they could conceivably be expanded to include discounts on CD-ROM and online seminars if your organization offers such, if not live seminars and video replays as well.

While this may sound a little cumbersome, we have been able to take advantage of some new functionality that has taken away the need for the middle step of emailing our marketing coordinator, which you will see in Promotion #3 below.

Promotion #2 (resulted in 200 new likers):

“Join Virginia CLE in celebrating its 50<sup>th</sup> Anniversary by following us on facebook. Do so within 50 hours of receiving this email and receive \$50 off the price of any Virginia CLE publication.”

The mechanics of this promotion were handled similar to the way they were for Promotion #1, whereby a mass email was sent to customers and they were asked to reply in order to receive the name of a coupon code (and so we could confirm that each had indeed become a fan). The 50/50/50 idea, particularly the requirement of a timely response, was very attention-getting and resulted in a huge increase in our fan base. A few people replied after the 50-hour period had expired, but we accommodated them anyway as part of our ongoing effort to build goodwill.

Promotion #3 (resulted in 110 new likers):

“Join Virginia CLE on facebook and download [a particular set of seminar materials] for FREE.”

This was also advertised by a mass email, but instead of requiring customers to email us to take advantage of the offer, we created a custom tab called “Members Only” and used a special script which allowed us to post the name of a coupon code that is visible ONLY AFTER someone has become a liker; visitors to our page who have not become likers just see some instructional language and a blank box where the name of the coupon code would otherwise appear.

This exciting new functionality takes away the need for back-and-forth emails and the need to confirm that someone has become a liker before issuing them their coupon code, which has been a huge time-saver for our marketing coordinator. We are appreciative to our consultant for sharing the script with us.

**PAYOFF**

There has been a lot of payoff from our social media efforts, but first I want to mention the items that are unique to social media.

(1) It’s the only way people really get to know the “people” at Virginia CLE. We have great people and we strive to show our customers a little bit of the human side of our organization. Facebook allows us to do that. We have, for instance, completed and posted six staff interviews to date and strive to do at least one per month.

(2) When we post, our likers see the postings immediately. There are no issues with spam as there is with email marketing and no drawn-out direct mail delivery plan: We post it, they get it. It's the only channel with "immediate gratification."

(3) It's the only way we provide timely information to our customers. Change in an MCLE rule – they get it right away. Change in the location for one of our seminars – up right away. An interesting law or rule change and they don't have to wait for a book supplement – they get the information as soon as we post it.

So with that in mind, what's the payoff and how can we measure it? We can measure the payoff in two ways – trackable information and anecdotal information.

Trackable:

Through Google analytics, we have been able to determine that we are getting traffic from our facebook page to our website. We can see people coming from one to the other every month. As the number of our likers increases, the number of people coming from facebook to our page increases. Anytime we do a facebook promotion, there is a spike in the number of people visiting.

We have implemented several promotions for facebook likers *only*. With each, we assigned a coupon code in our e-commerce system for something that they can get either for free or at a discount via our [www.vacle.org](http://www.vacle.org) website. Every time a customer uses the coupon, we know where it came from. We have been able to determine actual publications sales tied to these coupon codes which only facebook likers can get.

We have had people comment on posts – and I believe all but one have been positive.

Anecdotal:

Several people have commented in person or via email (as opposed to the page itself) that they really like our page and they use it often. When we completed a promotion in an effort to add likers to our facebook page, we had some great comments from customers. My favorite is when they say "we didn't think you guys were the type of organization that would be active in social media."

We like to compare our page to other competitors and/or partners in Virginia – for profit, non-profit, member associations, and the like. I have heard from some of these competitors/partners that they are jealous of our page. Nice to hear. It is interesting how some of the more "hip" and technologically advanced competitors are lagging so far behind on facebook. And yes, we also look at other state CLE organizations and compare. There are some other great state CLE facebook sites out there!

## ***THE FUTURE***

### **Demographics:**

Virginia CLE has undertaken several marketing initiatives over the past year to try to reach the next wave of customers, namely, recent law school graduates and new members of the Bar and also lawyers new to Virginia who have a need for our products. Having a social media presence is crucial to reaching these lawyers who embrace social media and who increasingly use it for professional and business purposes.

### **Google analytics:**

We have realized the importance of tracking the effectiveness of our promotions and marketing efforts as we plan future ones. One way this is possible is with Google analytics. We have recently inserted analytics coding into our website's pages to track the number of hits and also the source of those hits. A source is the place from which "traffic" to our website derived, whether from a web search engine, from another site, or from a social media site. It has been gratifying to see that an increasing number of these hits come to our website from our facebook page, especially after each promotion. This verifies that having a social media presence and the effort to sustain it has been worthwhile.

### **YouTube:**

We have recently developed a new YouTube account. So far we have utilized this solely as a means to post videos semi-privately (using the "only those with a link can view" setting) to facilitate sending each video to the interviewee for approval before posting it publicly to our facebook page. We plan to develop this account further, however, in order to take advantage of the strong relationship between Google analytics and YouTube. A Google search for "Virginia CLE" should result in our organization being one of the top hits. Video clips from seminars can be posted to the YouTube account to interest customers in the content we offer.

## ***CONCLUSION***

We at Virginia CLE wanted to dip our toe in the water of social media but made some very conscious decisions about *how* and where we wanted to go before proceeding. Our charge was to find a way to get active with social media without displacing any traditional marketing efforts and without adding any additional personnel. We chose in a sense the middle road – a small but dedicated and interested team of staff members that represented all key areas of the organization to both lead and implement the effort. We are very pleased with the effort and if there's one point we would like to get across it's that you *can* have a valued presence on facebook without additional expense using this model. We wish you much success!

**APPENDIX 1**  
**WEEKLY SUMMARY FROM FACEBOOK**

**Steffan Welch**

---

**From:** Facebook [notification+zrdozddegpdz@facebookmail.com]  
**Sent:** Monday, December 13, 2010 5:20 PM  
**To:** Steffan Welch  
**Subject:** Your Weekly Facebook Page Update

**facebook**

Hi Steffan,

Here is this week's summary for your Facebook Page:



**Virginia Continuing Legal Education (VACLE)**  
**549** monthly active users  $\uparrow$ 32 since last week  
**666** people like this  $\uparrow$ 2 since last week  
**0** wall posts and comments this week  $\downarrow$ 3 since last week  
**138** visits this week  $\downarrow$ 51 since last week

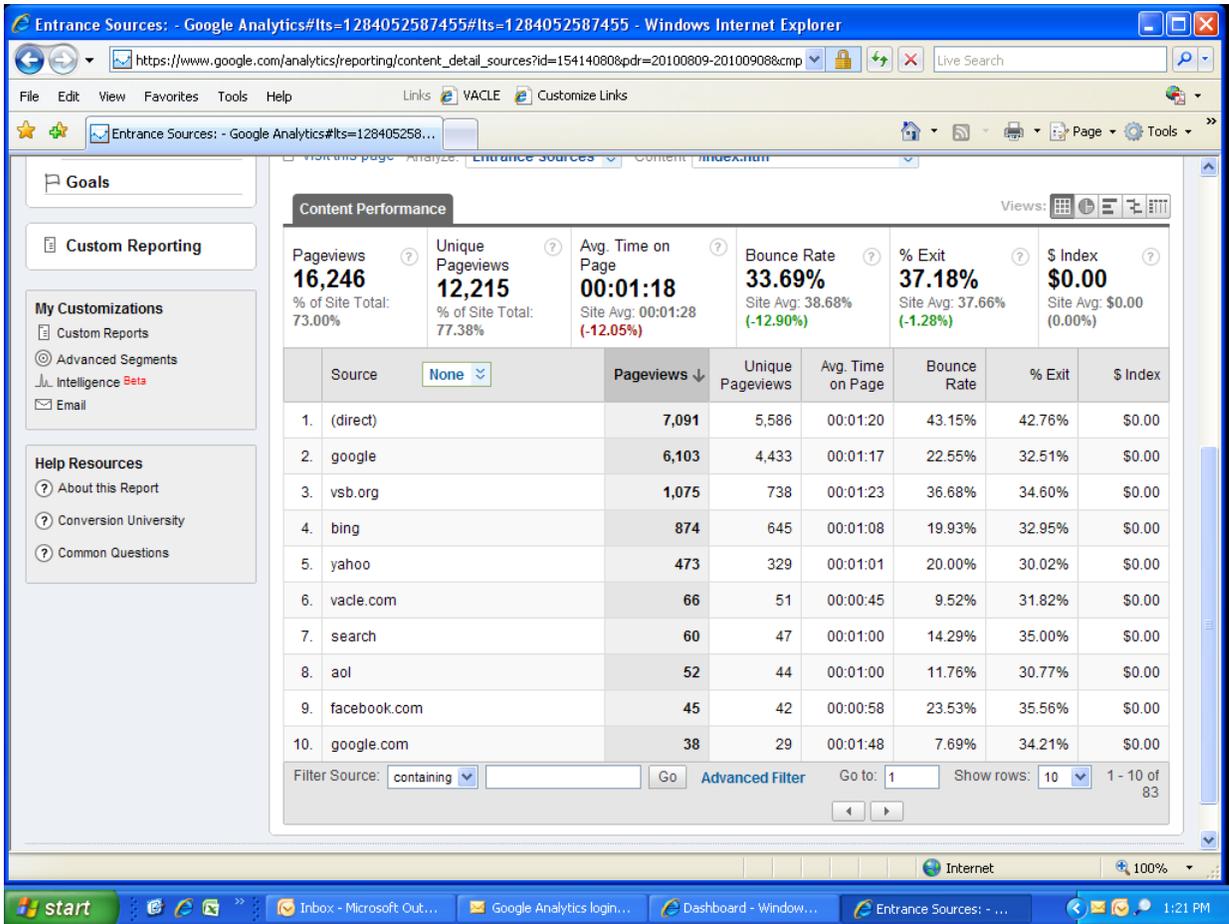
- Send an update to people who like this
- Visit your Insights Page
- Promote with Facebook Ads

Learn more about how to update via mobile

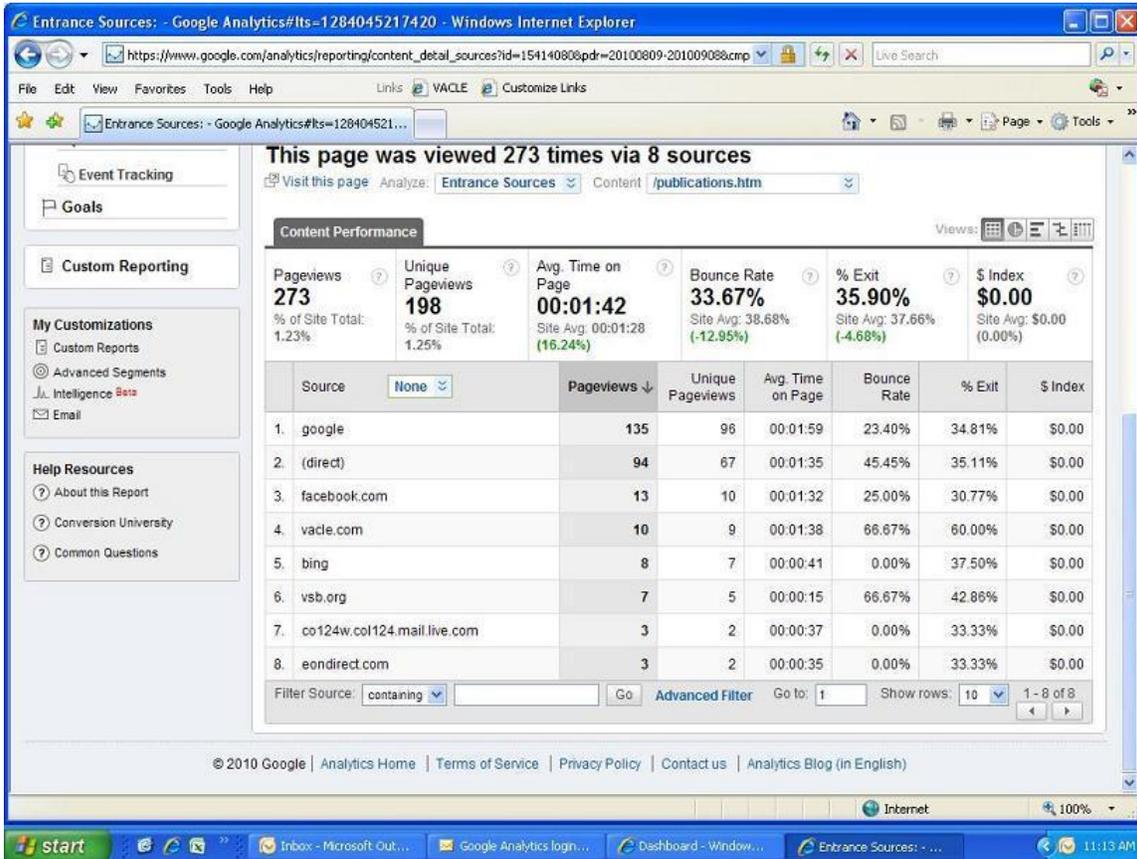
Thanks,  
The Facebook Team

This message was intended for [swelch@vacle.org](mailto:swelch@vacle.org). If you do not wish to receive this type of email from Facebook in the future, please [click here to unsubscribe](#).  
Facebook, Inc. P.O. Box 10005, Palo Alto, CA 94303

**APPENDIX 2**  
**GOOGLE ANALYTICS REPORT SHOWING OUR FACEBOOK PAGE AS ONE OF THE TOP TEN SOURCES OF "TRAFFIC" TO OUR WEBSITE**



**APPENDIX 3**  
**GOOGLE ANALYTICS REPORT SHOWING FACEBOOK AS THE THIRD TOP**  
**SOURCE OF TRAFFIC TO OUR PUBLICATIONS WEB PAGE**  
**IMMEDIATELY FOLLOWING A PUBS-RELATED**  
**FACEBOOK PROMOTION**



**APPENDIX 4**  
**REAL MAGNET EMAIL ANALYTICS SHOWING THE NUMBER OF CLICKS IN**  
**RESPONSE TO A FACEBOOK PROMOTION VIA EMAIL**

**How do I take advantage of Virginia CLE's special offers?**

After becoming a liker, click on the tab labeled "Members Only," and you will be able to view the name of a coupon code that will entitle you to savings on certain Virginia CLE products when you purchase them via our website at [www.vacle.org](http://www.vacle.org). The product offered will change periodically.

**Current Special Offer:**

Purchase the *downloadable* e-book version of Barron Henley's excellent  
*Microsoft Word for Legal Professionals*  
FREE of charge from our website - a \$90 value!  
(Offer ends December 17, 2010)

Facebook has more than 400,000,000 users, so we know there are many of you out there! It's quick and easy to join us, and it may be one of the best uses of your time all year.

**What other benefits does Virginia CLE's facebook page provide?**

- Periodic discounts on Virginia CLE products - like this one!
- Free law practice tips
- Video excerpts from live programs and Webcasts
- Interesting news items about Virginia CLE speakers and authors
- Opportunity to connect with Virginia attorneys
- Updates and reviews on Virginia CLE seminars and publications

Thank you for your continued interest in and support of Virginia CLE!

**Virginia CLE offers quality CLE seminars in all major subjects and practice areas via [LIVE](#), [VIDEO](#), [TELEPHONE](#), [ONLINE](#), [CD-ROM](#), and [WEBCAST](#) formats, as well as [PUBLICATIONS](#) in all major subjects and practice areas.**

**Virginia CLE**  
105 Whitewood Road  
Charlottesville, VA 22901  
[vacle@vacle.org](mailto:vacle@vacle.org)



**The Source Virginia Lawyers Trust**

**APPENDIX 5**  
**REAL MAGNET EMAIL ANALYTICS SHOWING THE RESPONSE RATE**  
**TO A FACEBOOK PROMOTION VIA EMAIL**

**Job Details:**

From: Virginia CLE  
 Subject: Exclusive "Members Only" Offers for Joining Virginia CLE on Facebook

Groups	Date Sent	Time Sent	Filter
11/18/10 Facebook	11/18/2010	3:25 PM	

**Message Sent Results:**

Sent	22,000		100.0%	
Delivered	20,142		91.6%	
Opened	3,051		15.1%	
Links	222		1.1%	
Unsubscribed	17		0.1%	
Bounced	1,858		8.4%	

Preview | Click-view

