

*Who's Following You? –
A How-to for Faculty Seeking to Develop a Social Media
Persona and Influence*

Friday, January 6, 2023

8:00 am - 9:40 am

Solana, First Floor, South Tower

Elizabeth Field, The George Washington University Law School, Moderator

Panelists

Matthew Hall, editorial and opinion director, *The San Diego Union-Tribune*

Orin Kerr, William G. Simon Professor of Law, Berkeley Law School

Karen Sloan, Legal Reporter, *Reuters*

Agenda

01

Welcome and
Thank You

02

What is your
“Why”

03

The Current
Landscape and
Outlets

04

Advice from
Seasoned
Professionals

05

Tools you can
use

06

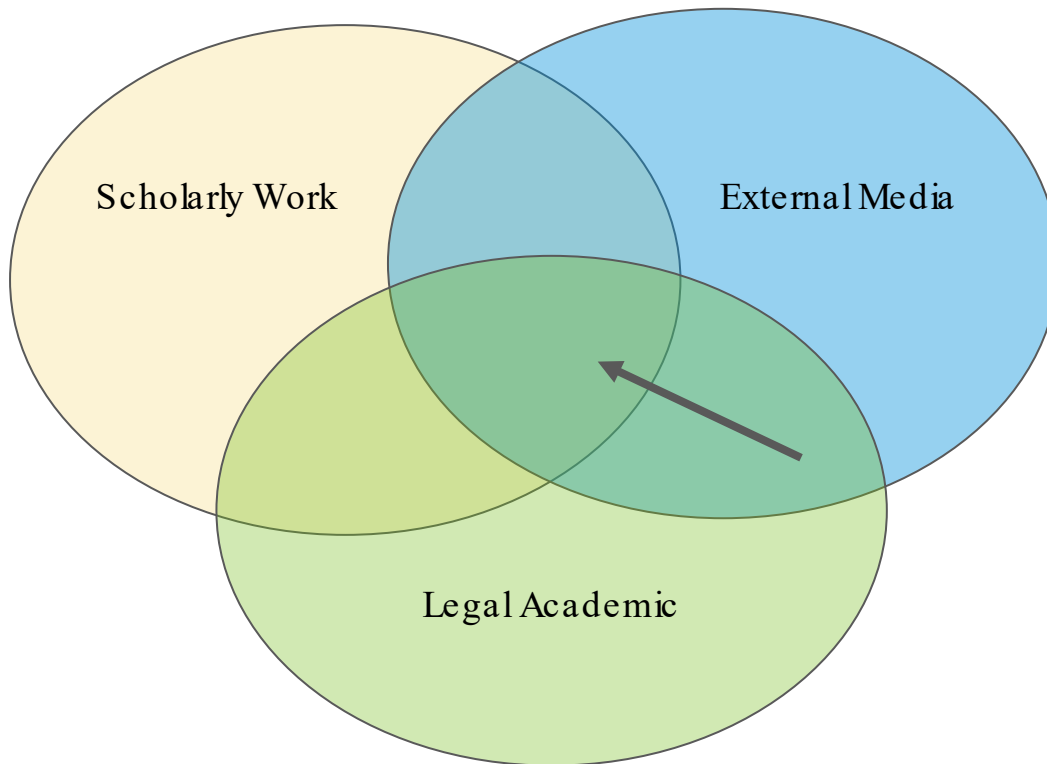
Q & A

Thank You and... Lesson 1- Know your Audience

- Elizabeth Field, Director of Strategic Communications and Marketing
 - Founded the Legal Communications Media Conference (LCMC)
- Matthew T. Hall, Ideas and Opinion Manager, *The San Diego Union-Tribune*
 - Managed newsroom's social media, expert in using social media to build a community and tell news stories in real time.
- Orin Kerr, William G. Simon Professor of Law, Berkeley Law School
 - 117,000 Twitter followers, criminal procedure and computer crime law expert
- Karen Sloan reports on law firms, law schools, and the business of law for *Reuters*
 - Previously a Reporter, Legal Education Editor and Senior Writer at Law.com

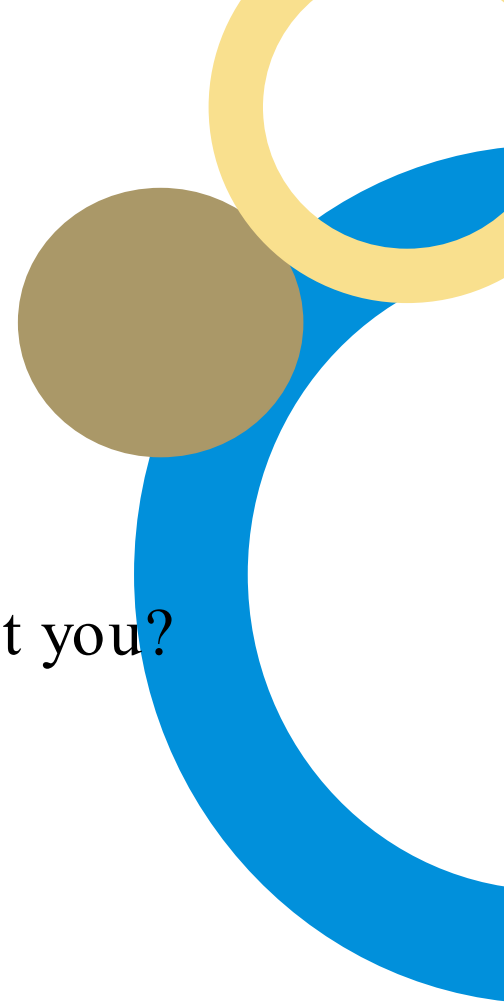
Finding Your “Why”

Set your intention



When you enter a room...
before you say a word...

What do you want people to say about you?

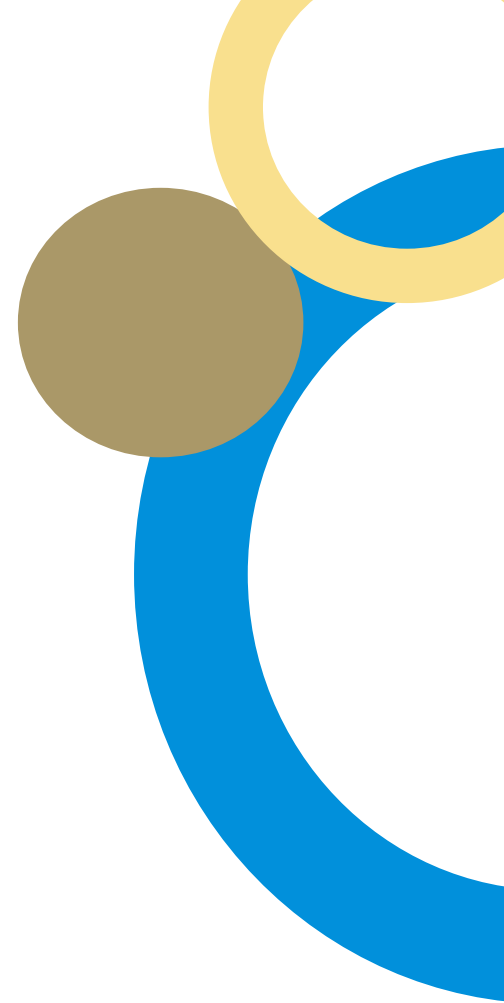


S C H O L A R L Y
I N S P I R A T I O N A L
B R I L L I A N T
A R R O G A N T
P R O L I F I C
N I C E
A C C E S S I B L E
O P P O R T U N I S T I C
N E V E R S T O P S T A L K I N G
T O P O F T H E I R G A M E
F U N N Y
C L E V E R
B O R I N G

S T R O N G
L E A D E R
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I N F O R M E D
G R E A T T E A C H E R
A N N O Y I N G
I M P A T I E N T
P A T I E N T
P E R S I S T E N T
R E L E V A N T
A W F U L
A M A Z I N G
T A L E N T E D

The EverChanging Landscape

- Social Media - Twitter, Instagram, etc.
- Scholarly Journals
- News Outlets
- Television
- Podcasts
- Books
- Monographs
- Blogs, etc., etc., etc.



Questions & Discussion



Tools

- Your communications team!
- Build relationships
- Stay relevant
- Watch the news/pay attention to the news cycle
- Is anyone listening? Look at your data/analytics
- Consume and listen

