

2018 Committee Report: Public Relations

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Facebook –

The LLA's Facebook page has been an effective method of communicating with the public. Posts include LLA news and photos, advertising upcoming CLE offerings, acknowledging members' achievements, legal news, holiday well-wishes and occasionally legal jokes.

Approximately 94 posts were made on the LLA's Facebook page in 2018!

The most popular (reaching at least five hundred people) unpaid/organic Facebook posts of 2018 were:

- LLA Foundation Donation to NPLS – 656 people reached
- Wills for Heroes Registration Flyer – 1,311 people reached
- Courthouse Dog CLE – 810 people reached
- Vacation Exhibit Photo – 550 people reached
- McCoy Reappointed to Rules Committee – 1,234 people reached
- LLA Group Photo – 643 people reached
- Fred Holland Honored – 1,458 people reached
- Knoebel's Event – 593 people reached
- Cths. Groundbreaking w Three Person Shovel – 1,580

Paid posts in 2018 were as follows:

- LLA's Fair Share Award Recipients – 2,535 people reached
- Wills for Heroes Group Photo – 3,612 people reached
- Donation to The Vineyard – 767 people reached
- LLA Foundation Donates to Wills for Heroes – 1,102 people reached
- Judge Gray's Retirement – 992 people reached
- Past Presidents Photo – 1,503 people reached

Press –

The Sun Gazette has either attended or published photos for all of the events they were invited to.

Additionally, the Sun Gazette has published a number of editorials written by LLA members.