

## **2022 Committee Report: Public Relations**

### **By: Michele Frey**

Facebook –

The LLA's most effective method of communicating with the public continues to be its Facebook page. In 2022 the LLA made 52 Facebook posts.

The most popular (reaching at least five hundred people) unpaid/organic Facebook posts of 2022 were:

- Corey Mowrey Elected LLA President – 619 people reached
- Woman LLA Leaders – 1,231 people reached
- Project Linus Flyer – 596 people reached
- Mowrey & M.Frey at Bush House – 538 people reached
- Service Award to Ippolito – 1,126 people reached
- Service Award to Sandy Spencer – 508 people reached
- Introduction of New Courthouse Dog – 846 people reached
- Love Your Lawyer Day – 785 people reached
- Angel Tree Donation – 7,141 people reached

There were two paid facebook posts in 2022:

- LLAF \$20K Donation to NPLS – 3,488 people reached
- Lawyers in Our Community 2021 – 4,764 people reached

Press –

The LLA and LLAF continue to enjoy an outstanding relationship with the Williamsport Sun Gazette. In 2022 several photos were submitted, and each were published either in the newspaper itself or on the Sun's website.

In addition, a number of editorials written by LLA members were published throughout the year.

The LLA had no paid ads published in the Williamsport Sun Gazette in 2022.