

SBOT Insurance Law Section Council
Proposed Social Media Posting Guidelines March 2025

Purpose:

To guide authorized section members in uniform standards for posting content to social media channels to achieve the goals of connecting with and engaging section members, keeping them informed, growing the membership, and increasing the section's visibility.

Standards for Posting:

All posts to social media accounts maintained by the section, or reposted on section accounts, shall adhere to the following standards:

- 1) Section posts must be pre-approved by the SBOT by sending an email to commreview@texasbar.com & awaiting an affirmative reply;
- 2) Post cannot mention alcohol or "Happy Hour;"
- 3) All posts must refer to insurance even if a networking event, such as "Join us for a networking event to meet insurance practitioners and discuss the latest insurance cases;"
- 4) Section posts shall not "take sides" of an issue unless a point and counterpoint are together in one post; all posts shall be informative and either remain neutral or present all sides of issues relating to the practice of insurance law;
- 5) Avoid copyrighted material;
- 6) Avoid political dialogue unless it directly relates to the world of insurance;
- 7) Avoid re-posting content in favor of original content;
- 8) Avoid naming an individual/firm in a post except if a speaker, sponsor, author, scholarship recipient, contact for official business of the Council, Legends, Memorials, past and current officers & Council members, or as otherwise warranted;
- 9) Avoid posting what the Council is considering vs. what it has decided; and
- 10) Posts shall remain positive and not harass, degrade or otherwise demean any person or entity.

Content Suggestions

New Case Blurbs

Event Announcements: Networking Events, Webinars, Annual Meeting, Advanced Seminar, Specialization Exam , etc.

Call for Journal Articles & Speakers

Call for Applicants for Council

Informing about Section's website content

Memorials: Legends, Past & current officers

Legend Awards

Reminders about ROTP

Announcements from the Chair

Fun Stuff: Insurance Law Cartoons, Insurance Law Polls, Insurance Law 101 Content & Tips