

# Social Media Overview



Social media platforms have become extraordinarily successful marketing tools that allow companies like JAMS to communicate and virtually interact with their primary audiences. Our audiences include attorneys worldwide, strategic partners and vendors, allies within our industry, and internal JAMS associates and neutrals. The goals of our social media communications include, but are not limited to:

- Increasing traffic to the JAMS website
- Growing JAMS' brand awareness
- Positioning JAMS as an industry thought leader
- Increasing our social media audience/followers
- Increasing community engagement

## Social Media Reminders

Your interactions on JAMS social media pages are a reflection of the company. We ask that you adhere to the JAMS Social Media Policy when engaging on all JAMS social media platforms as follows:

- Keep interactions and comments professional. See the introductory comments included with JAMS posts for examples of appropriate messaging.
- Maintain client and JAMS confidentiality.
- Allow members of the JAMS marketing team to respond to any client comments or concerns on the JAMS company social media platforms.
- Avoid presenting personal political views because it could compromise our neutrality.

## Social Media Platforms

Following are descriptions of and benefits provided by the social media platforms that JAMS uses.



[linkedin.com/company/jams](https://www.linkedin.com/company/jams)

**LinkedIn** is the largest social network for professionals and colleagues. It is particularly useful for building professional relationships and in recruitment of employees.

LinkedIn is JAMS' primary social media platform and the most appropriate place for JAMS neutrals and associates to share communications from JAMS. We actively push out content and other important messaging daily.

We encourage JAMS associates and neutrals to share relevant company posts to your own personal LinkedIn page. Sharing the post

directly from the JAMS page allows us to track the engagement and reach a wider audience.

JAMS encourages associates and neutrals to have a professional presence on LinkedIn. Please contact your Practice Development team if you would like to learn more.



[twitter.com/JAMSADR](https://twitter.com/JAMSADR)

**Twitter** provides fast-paced, in-the-moment messaging that can be great for engaging with our audiences, pushing out content and raising brand awareness. Using #hashtags makes Twitter an excellent real-time search engine for monitoring conversations surrounding our brand and industry news.

You can retweet a post directly with no content and keep JAMS' original imagery or retweet with a comment that adds context (please note that doing so could possibly hide imagery).



[facebook.com/JAMSAAlternativeDisputeResolution](https://facebook.com/JAMSAAlternativeDisputeResolution)

**Facebook** is used to share general updates and announcements, videos and other appropriate content with our followers.

Because Facebook is primarily used for personal, rather than business, interactions, we have disabled comments on posts and made our page strictly informational. We do encourage associates and neutrals to like the JAMS corporate page and posts.



[youtube.com/c/JAMSADR](https://youtube.com/c/JAMSADR)

**YouTube** videos are another tool in our marketing strategy to engage and communicate with our audiences. YouTube houses JAMS neutral biography videos and JAMS corporate update videos. Feel free to utilize this platform for your own personal knowledge or to share JAMS content with clients, and colleagues.

*See the following pages to learn how to follow JAMS and create and share posts.*

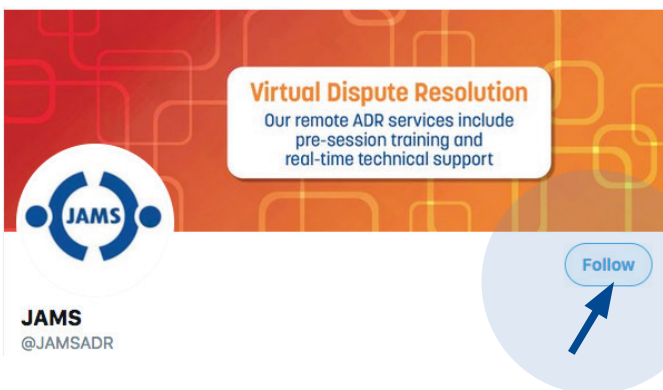
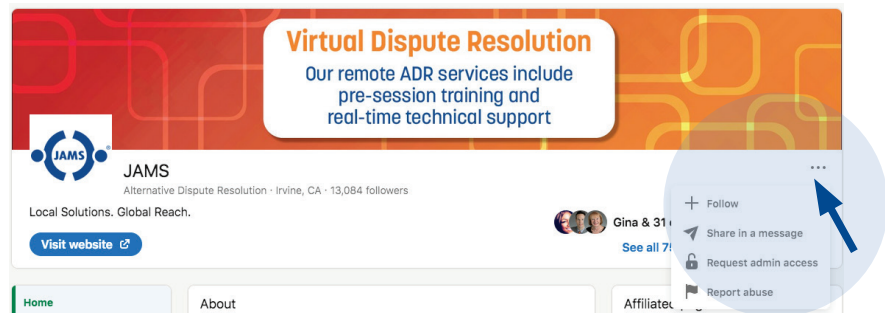


# How to Follow JAMS on Social Media

*Although it is possible to view some or all of the content on social media platforms without an account, you will need to create one in order to follow, share, retweet or subscribe to posts.*

## LinkedIn [linkedin.com/company/jams](https://www.linkedin.com/company/jams)

Sign in or create a LinkedIn account and click on “Follow” under the drop-down menu on the JAMS page.



## Twitter [twitter.com/JAMSADR](https://twitter.com/JAMSADR)

Sign in or create a Twitter account and click on the “Follow” button on the JAMS page.

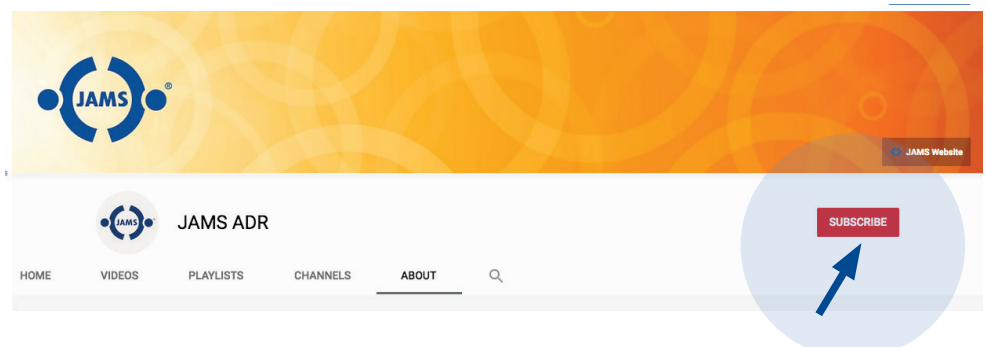


## Facebook [facebook.com/JAMSAlternativeDisputeResolution](https://facebook.com/JAMSAlternativeDisputeResolution)

Sign in or create a Facebook account and click on the “Like” button on the JAMS page.

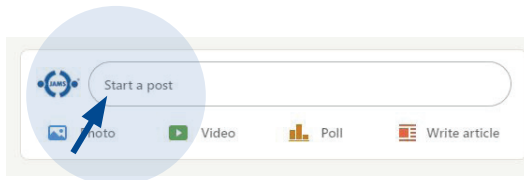
## YouTube [youtube.com/c/JAMSADR](https://youtube.com/c/JAMSADR)

Sign in or create a YouTube account and click on the “Subscribe” button on the JAMS page.

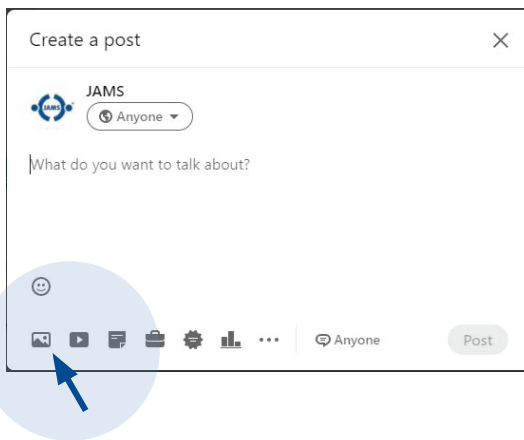


# How to Create a Post on LinkedIn

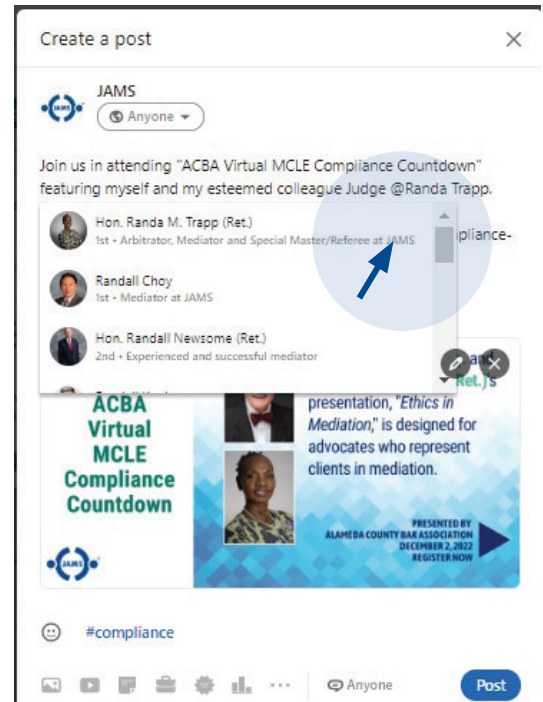
1



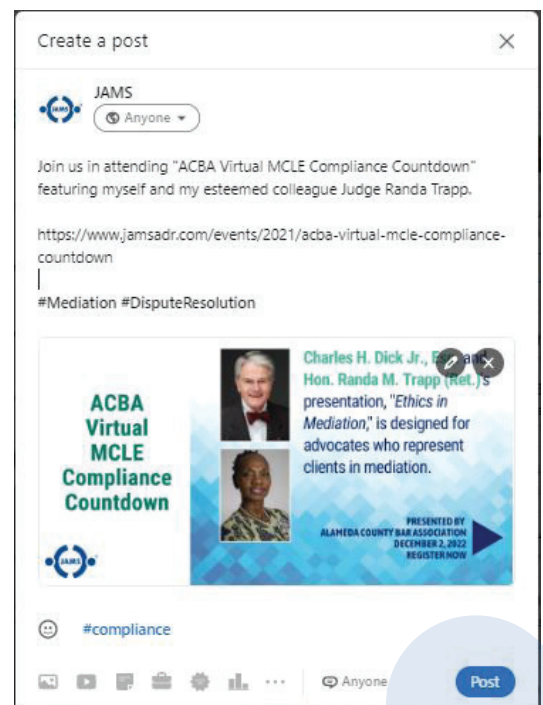
2



3



4



1. Click on "start a post" at the top of your LinkedIn home feed to open a new window.
2. If you wish to include a photo or graphic, click on the image icon at the bottom left and upload the file from your computer.
3. Add text and/or a photo caption to your post. To enhance and broadcast your post, tag additional LinkedIn profiles and add hashtags.
  - **TAGS:** Simply type **@JAMS** (with no space) and select the page you'd like to tag. The @ symbol will disappear and the company's name will hyperlink to the correct LinkedIn page once you've posted. Use this same method to tag the names of other neutrals, associates and colleagues who have LinkedIn profiles.
  - **HASHTAGS:** Include hashtags in or underneath your text to share your post with those who follow specific topics. Examples of hashtags include #ADR, #Mediation, #Arbitration and #DisputeResolution.
4. Click on the Post button on the bottom right to share the post with your network.

# How to Share a Post on LinkedIn

1



2



1. Choose a post from JAMS or another LinkedIn profile that you wish to share and click on the “Repost” option.
2. Add your own comments, tags and hashtags and click on the Post button to share.

***Learn more about sharing posts [here](#).***