

## PRO BONO MONTH: Social Media Toolkit

- Please Tag **@AlabamaStateBar** and use the hashtags **#CelebrateProBono**, **#ALCelebrateProBono** and **#LawyersRenderService** in all your social media posts!
- The Alabama State Bar’s official social media accounts will share each of these posts in the toolkit, so you can share/retweet our posts to your pages if you’d prefer.
- **We also encourage you to share your personal pro bono stories on social media using the hashtags.**
- Contact ASB Director of Communications Melissa Warnke if you have any questions, problems or suggestions: [Melissa.Warnke@alabar.org](mailto:Melissa.Warnke@alabar.org) | 256.338.0621 (c)

**Sept. 15: Add FACEBOOK PROFILE FRAME:** *If you haven’t already done so, add the ASB’s Celebrate Pro Bono frame to your Facebook profile picture.*

How to add a frame to your profile picture:

1. Go to [www.facebook.com/profilepicframes](http://www.facebook.com/profilepicframes).
2. Type “Alabama State Bar” in the search box, and select the frame titled “Alabama Pro Bono Month Celebration 2019.”
3. Click Use as Profile Picture to save.

**Sept. 16:** *Share the bar’s proclamation signing photos (from our Facebook/Instagram/Twitter pages)*

**Sept. 24:** *Share ASB President Christy Crow’s Video Message posted to the Bar’s Facebook and Twitter pages.*

### Oct. 1 - Suggested Post:

Copy: PRO BONO MONTH KICKS OFF TODAY! All month long, we’re celebrating lawyers who volunteer their energy and expertise to help those unable to afford civil legal services. Alabama has one of the highest lawyer enrollment rates in pro bono programs in the country, and the highest per capita rate of pro bono assistance by private lawyers. #CelebrateProBono #ALCelebrateProBono #LawyersRenderService

Facebook-sized Graphic	Instagram-sized Graphic	Twitter-sized Graphic
Download/Save Here: <a href="https://www.alabar.org/assets/2019/09/Oct.-1-Facebook.png">https://www.alabar.org/assets/2019/09/Oct.-1-Facebook.png</a>	Download/Save Here: <a href="https://www.alabar.org/assets/2019/09/Oct.-1-Instagram.png">https://www.alabar.org/assets/2019/09/Oct.-1-Instagram.png</a>	Download/Save Here: <a href="https://www.alabar.org/assets/2019/09/Oct.-1-Twitter.png">https://www.alabar.org/assets/2019/09/Oct.-1-Twitter.png</a>

**Oct. 3 – Suggested Post:**

Copy: Pro Bono Month is an important vehicle for deepening services to Alabamians who desperately need free legal services, many of whom don't even know that they can get the help of a lawyer for free. There are Volunteer Lawyers Services available in all of Alabama's 67 counties that provide service to low-income Alabamians in civil matters. If you need legal assistance and cannot afford an attorney, please call 888-857-8571 or visit our website at [www.alabar.org/for-the-public/get-legal-help](http://www.alabar.org/for-the-public/get-legal-help). #CelebrateProBono #ALCelebrateProBono #LawyersRenderService

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**Oct. 7:** *Share ASB's Facebook and Twitter post, which is a video feature on a volunteer lawyer.*

**Oct. 10:** *\*\*Post about your local pro bono event or share a personal pro bono story.\*\**

**Oct. 14:** *Share ASB's Facebook and Twitter post, which is a video feature on a volunteer lawyer.*

**Oct. 16:** DID YOU KNOW: Alabama attorneys can receive CLE credit for doing pro bono work! Today, we begin a new monthly reminder of the CLE 1-6-3. On the 16th of every month, we'll share 3 events or stories about getting involved in giving back! #CLE163 #LawyersRenderService #CelebrateProBono

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**Oct. 17** – Suggested Post:

Copy: Alabama’s pro bono attorneys have closed nearly three times the numbers of cases as pro bono attorneys in other states. #CelebrateProBono #ALCelebrateProBono #LawyersRenderService

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Download/Save Here: <a href="https://www.alabar.org/assets/2019/09/Oct.-17-Facebook.png">https://www.alabar.org/assets/2019/09/Oct.-17-Facebook.png</a>	Download/Save Here: <a href="https://www.alabar.org/assets/2019/09/Oct.-17-Instagram.png">https://www.alabar.org/assets/2019/09/Oct.-17-Instagram.png</a>	Download/Save Here: <a href="https://www.alabar.org/assets/2019/09/Oct.-17-Twitter.png">https://www.alabar.org/assets/2019/09/Oct.-17-Twitter.png</a>

**Oct. 20:** *Share ASB’s Facebook and Twitter post, which is a video feature on a volunteer lawyer.*

**Oct. 24:** Suggested Post:

Copy: Alabama’s law schools play an important role in pro bono service. Pro bono opportunities offered by law schools teach students that for the economically disadvantaged, the inability to obtain legal services for basic needs can have dire consequences. The special skills students develop during law school can significantly benefit the underprivileged and bridge the rapidly growing gap between the legal needs of those who cannot afford legal services and the resources available to meet those needs. Take the pro bono pledge here:

<https://www.alabar.org/programs/pro-bono-month/pro-bono-pledge/>

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**Oct. 27:** *Share ASB’s Facebook and Twitter post, which is a video feature on a volunteer lawyer.*

**Oct. 31:** *Share ASB’s post, which is a “THANK YOU” message from Christy.*