



# Pro Bono Week

## *Social Media Guidelines*

#FLProBonoMatters

### GOALS for Pro Bono Week

- Increase awareness of and drive more visits to FloridaProBonoMatters.org
- Encourage more attorneys to take pro bono cases
- Increase awareness of the need for pro bono work
- Recognize rock star pro bono attorneys and legal aid organizations

### HOW to spread the word

1. **Be sure to use #FLProBonoMatters** in every post so that everyone can find and share your posts.

*So that all related posts can be found in one place, Florida Pro Bono Matters and The Florida Bar Foundation will ONLY use #FLProBonoMatters this week, and we encourage you to do the same!*

2. Tag people, firms and organizations for extra exposure.
3. Create your own social media - Share stories, pictures and links to pro bono work.
4. Share others' social media posts - search by #FLProBonoMatters.

### WHO is celebrating Pro Bono Week?

Follow, retweet, tag and share posts on Twitter, Facebook and LinkedIn.

Florida Pro Bono Matters	@FloridaProBono
The Florida Bar Foundation	@FL_Bar_Found
The Florida Bar	@theflabar
Florida Bar YLD	@FlaBarYLD
Florida Bar News and Journal	@FLBarNews
Florida Bar President	@FLBarPresident
ABA Center for Pro Bono	@ABACtrProBono
Hilarie Bass, ABA President	@ABAPresident
ABA News	@ABANews
The National Association of Pro Bono Professionals	@NAPBPro
Homeless Youth Legal Network Pro Bono	@HYLNProBono
Pro Bono Institute	@ProBonoInst
Pro Bono Net	@Probono