

## Leveraging Social Media To Enhance the 2013 NFPA National Leadership Conference

Whether or not you are attending the 2013 NFPA National Leadership Conference, you can still participate and engage with your fellow members who are attending.

I am looking forward to the upcoming Leadership Conference and I hope you are, too. One of the things I value the most about this terrific member benefit is the opportunity to share and collaborate with my fellow paralegal leaders or future leaders. This type of collaboration with my fellow paralegal colleagues doesn't only happen in the conference meeting rooms but also in the social events and during the breaks.

This year NFPA has set up a Twitter conference backchannel (hashtags) so that we can share these types of conversations with everyone before, during and after the conference.

I know, I know. You either love Twitter or you just don't see the point. I submit to you, Twitter can be a very useful tool to engage and retain your members. Let us show you. Backchanneling (or hashtagging) is a way to use social media to share questions and answers while following specific topics. I've used it in my own classroom. And, I've also used it while attending my college coursework with my classmates and our professors.

If you are unfamiliar with backchannels, please be assured that this is the perfect safe environment to learn the skill while gaining substance.

In order to prepare for Saturday's conference, here are a few steps to do **\*before\*** Saturday: (1) Setup a Twitter account (go to [www.twitter.com](http://www.twitter.com) or download the Twitter app); (2) Follow me - @Kristine\_TX; and (3) Follow hashtag - **#NFPA\_LeadershipConf**. Then, start Tweeting. Be sure to include **#NFPA\_LeadershipConf** in your Tweets so others will be able to follow your contribution and questions/answers to the conversation.

You can simply say hello, ask questions, or if you're attending, share your experience with those who may be following the conversation.

It's that easy! Join the conversation!

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NOT on Twitter? You can still follow me by texting 'Follow Kristine\_TX' to 40404