

2024 Access to Justice Summit

Social Media Toolkit

October 4, 2024

Utah Law & Justice Center

Dear Partner,

We are excited to invite you to join us in promoting the 2024 Access to Justice Summit, happening on October 4th, by sharing our social media content across your channels. Below, you'll find a series of posts tailored for X, Facebook, Instagram, and LinkedIn to generate interest and encourage attendance at this important event.

We encourage you to tag the @UtahStateBar in your posts and use our official hashtag #ATJSummit2024 to create a unified voice across all platforms. Your support in amplifying these messages will be instrumental in making this Summit a success.

Social Media Campaign Schedule

Week of September 2nd: Sponsor the Access to Justice Summit
X Post: BE A SPONSOR: 🎉 Join us on Friday, Oct 4th, for an inspiring day dedicated to Access to Justice! 🌟 Hear from expert speakers, enjoy networking opportunities, and earn free CLE credits. Email Aubrey Schade to sponsor the event at aschade@utahbar.org



Image 1 - Sponsorships Available

Facebook/IG/LinkedIn Post: BE A SPONSOR: 🎉 Join us on Friday, Oct 4th, for an inspiring day dedicated to Access to Justice! 🌟 Hear from expert speakers, enjoy networking opportunities, and earn free CLE credits. Registration begins at 8:00 am, with the event running from 9:00 am to 5:00 pm. Lunch and snacks provided! 🍽️

We're aiming to raise $8,000 to support nonprofit awards, community connections, and travel scholarships for attendees beyond the Wasatch Front. Your generous gift can make a big impact! 💡

As a sponsor, you'll be featured in our digital and print materials, with exclusive branding opportunities available. Sponsorships start at $500. Let's make a difference together! Contact Aubrey Schade at aschade@utahbar.org 🙌

#AccessToJustice #CommunityImpact #CLEcredits

Week of September 9th: Highlight Keynote Speaker

X Post: Excited to announce that Sarai Cook will be the keynote speaker at the 2024 Access to Justice Summit! She will share insights on understanding trauma in the justice system. #ATJSummit2024 #AccessToJustice

Facebook/LinkedIn Post: We are thrilled to welcome Sarai Cook as the keynote speaker for the 2024 Access to Justice Summit. Her talk will focus on understanding trauma in the justice system—a must-attend for anyone involved in legal and community work. Join us on October 4th! #ATJSummit2024



Image 2 - Keynote Speaker

Instagram Post: 🎤 Keynote Speaker Announcement! We will be sharing Sarai Cook's expertise on understanding trauma at the 2024 Access to Justice Summit. This is one session you don't want to miss! #ATJSummit2024 #AccessToJustice

Week of September 16th: Registration Announcement

X Post: Registration is now open for the 2024 Access to Justice Summit! Secure your spot today and be part of the conversation on October 4th. #ATJSummit2024 #AccessToJustice

Facebook/LinkedIn Post: Don't miss out! Registration for the 2024 Access to Justice Summit is officially open. Join us on October 4th for a day of insightful discussions, networking, and learning. Register now to secure your spot. #ATJSummit2024

Instagram Post: 🚨 Registration is now open for the 2024 Access to Justice Summit! Be sure to reserve your spot for this must-attend event on October 4th. #ATJSummit2024 #AccessToJustice



Image & Video 3 - Registration is Open

Week of September 23rd: Breakout Session Highlights

X Post: Dive into topics like Emotional Intelligence and Technology for Good at our breakout sessions during the 2024 Access to Justice Summit. Choose the session that's right for you! #ATJSummit2024 #LegalInnovation

Facebook/LinkedIn Post: Explore our diverse breakout sessions at the 2024 Access to Justice Summit. Whether you're interested in emotional intelligence, technology for social impact, or fairness in access to justice, there's something for everyone. Check out the full agenda and register today! #ATJSummit2024



Image & Video 4 - Breakout Sessions

Instagram Post: 💡 Breakout Sessions Preview! From avoiding burnout to technology for the greater good, our breakout sessions at the 2024 Access to Justice Summit offer something for everyone. Which session will you attend? #ATJSummit2024 #LegalInnovation

September 30th: Engage & Remind

X Post: The 2024 Access to Justice Summit is this week! Are you ready to explore innovations and fairness in our justice system? #ATJSummit2024 #AccessToJustice

Facebook/LinkedIn Post: It's Summit Week! We're excited to welcome you to the 2024 Access to Justice Summit this Friday, October 4th. Prepare for a day full of engaging sessions and networking opportunities. #ATJSummit2024



Image 5 - This Week

Instagram Post: ✨ It's finally here! The 2024 Access to Justice Summit kicks off this Friday. We can't wait to see you there! #ATJSummit2024 #AccessToJustice

Thank You for Your Partnership and Support!

This comprehensive social media campaign will help build momentum and ensure a successful turnout for the 2024 Access to Justice Summit.

All five images and video can be located in the **Google Folder**, "2024 A2J Summit Social Media Posts"

URL
https://drive.google.com/drive/folders/1SUFpgiZTHBRbg18LSRC6wRQeCjyl2FXj?usp=sharing

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If you have questions or recommendations, please contact Utah State Bar Communications Director Jennifer Weaver at **jweaver@utahbar.org** or call 801-746-5237.

You may get updates about the Summit by visiting the **Access to Justice** webpage.

URL
https://www.utahbar.org/accesstojustice/

Lastly, please share the **QR code** below for your audiences to get more details by filling the provided form.