

## Social Media and Bar Associations - NABE Communications Section

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### Opportunities

Opportunities for engagement

Levels the playing field

Lateral communication and vertical integration of methodologies

Authenticity

Not one point of entry or engagement

Becoming a trust agent-your competition is everywhere

### Challenges

Loss of control

Lack of authority

Living with multiplicity

Authenticity

Self-forming groups become competitive

Free

### Resources

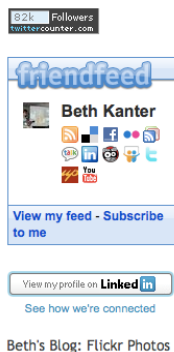
[www.mashable.com](http://www.mashable.com) -- The mother lode of social media policy, use both technical and not. An aggregator of information across sites.

[www.socialfish.org](http://www.socialfish.org) -- Social media consultants to the association community. Insightful, irreverent and cutting edge. Very helpful generational perspective. Follow maddiegrant on Twitter.

[www.chrisbrogan.com](http://www.chrisbrogan.com) -- Social media maven, co-author of the old media book, *Trust Agents*. If you read one book this year on this "stuff," this is the one I would suggest. Follow him on Twitter: ChrisBrogan. Friend feed to Facebook.

[www.johnhaydon.com](http://www.johnhaydon.com) -- Social media audits, fundraising, cause-related marketing. Follow him on Twitter: JohnHaydon. Fan page on Facebook and lots of presence.

<http://beth.typepad.com/> -- Beth's Blog: How Non-Profits Can Use Social Media. Great blog and resources. She's everywhere!



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