

Law Day: Promotional Ideas

The idea behind Law Day is the promotion, within local communities, of the American justice system and those who participate. Even the most content-rich, flawlessly executed Law Day program is of little value if no one hears about it until after it has taken place. These promotional ideas are intended to help you get the word out about Law Day and Law Week programs in your community.

USE SOCIAL MEDIA

People obtain much of their information from social networks. Facebook, Twitter, Instagram and LinkedIn all provide excellent opportunities to promote an event or activity at little to no cost. Consider these social media promotional tools to enhance your reach:

- Conduct and post a Facebook Live interview with key event speakers
- Start an Instagram Stories timeline to stream Instagram Live videos related to your program
- Add your event to Facebook, where people can register to attend
- Tweet teasers leading up to your event, including program speaker bio snippets and topic samples
- Include video and images in your posts to increase interest and visibility

Using the hashtag #LawDay or #LawDayOK in your posts can give your messages even more visibility among those looking for Law Day-related communications. Social media messages are typically very short, but you can always link to a webpage with more detailed information.

GROUP, ORGANIZATION OR BUSINESS NEWSLETTERS: Contact groups, organizations or businesses (*i.e.*, universities, technology centers, Rotary Club, United Way, Goodwill Industries, Jaycees, etc.) in your county and ask them to insert information about Law Day activities in their newsletters. The information must benefit their readers (*i.e.*, Ask A Lawyer provides an opportunity for free legal advice).

RELIGIOUS GROUPS NEWS BULLETINS: Most churches have an informational section at the end of their weekly prayer service flier. Contact the churches, temples, synagogues and mosques in your county and ask them to include information about Law Day activities that will benefit their members. Don't forget to include a contact phone number.

PROMOTIONAL FLIERS: Place fliers about Law Day, Ask A Lawyer and local Law Day contests in places such as local shops, senior centers, grocery stores, libraries, day care centers, elementary schools (ask teachers to include them in students' take-home materials), doctors' offices, co-ops and farm supply stores or ask the local newspapers to insert them in their Sunday editions.

ONLINE EVENT CALENDARS: It is a good idea to send a calendar of your Law Day events to

everyone who might be able to help you get the word out. This includes schools, libraries, local law firms, public interest groups, government agencies, law schools, courts, etc. Word of mouth is an invaluable, cost-effective marketing tool. Be sure to include the words “FREE legal advice.”

PIZZA DELIVERY: Ask your local delivery service to put a flier (that you supply) on top of the pizza box as a community service.

NEWSPAPERS: Ask local newspapers to print human-interest stories about Law Day, the Ask A Lawyer program and any Law Day contests your county may be conducting. Ask them to run a few PSAs and/or advertisements about Law Day activities in your area. Be sure to suggest photographs. If you cannot get local media to run PSAs/advertisements for free, contact local law firms and see if they may want to sponsor the Law Day ads. Some newspapers will even make a 2- or 3-page pullout section about Law Day with law firms purchasing advertising to pay for it.

DROP-IN ADVERTISEMENTS: Drop-in advertisements are small ads printed within a larger ad (*i.e.*, supermarket ads, auto dealer ads, hardware store ads, etc.). These ads are small, and most businesses should not mind adding them to their normal sale ads. Be sure to promote drop-in ads to the businesses as a service to the community.

LOCAL BANKS: Contact local banks and ask if it would be possible to insert small mailers about Law Day in with their client’s monthly statements. Contact your local banks as soon as possible.

SIGNAGE: Know a local business with a sign or marquee? Know someone who owns a billboard? Ask them to display a Law Day message with the date, time and phone number for your Ask A Lawyer hotline. If you do not know of anyone with a local sign, consider renting billboard space or asking to have one donated. In smaller towns, you may be able to place signs near downtown intersections. Your local cable television provider probably has a public information bulletin board that broadcasts 24 hours a day at little or no cost. Also, be sure to check your local courthouse to see if they have TV monitors in their lobby which could be used to make announcements.

CHAMBER OF COMMERCE: Work with local chambers of commerce – they may be able to help you inform their members about Law Day. Most chambers of commerce have a newsletter.

MAYORAL PROCLAMATION: Ask the mayor in your county to proclaim April 28, 2022, as Law Day or other dates as Law Week. This may be connected to any Law Day contests being held in your county. Ask the OBA Communications Department for a copy of the governor’s proclamation.

RADIO PROGRAM: Go on a local radio program and conduct a question and answer show. You can keep the topic narrow and use OBA free legal answers from www.okbar.org/freelegalinfo to help you answer questions that you are not sure about. You could also be a guest on a popular radio show(s) and give details about upcoming Law Day community service projects.

LOCAL SPORTING EVENTS: Have announcers at local sporting events (*i.e.*, high school and college baseball games, etc.) make an announcement(s) about Ask A Lawyer and Law Day activities in your area.

Things to Keep in Mind

- *The shorter the message, the better.*
- When printing fliers, use brightly colored paper. Bright colors catch the eye best.
- When posting fliers on bulletin boards, be sure they are at least 8 ½" by 11" in size.
- Put **FREE LEGAL ADVICE** in bold print, so it will attract attention.
- If you are unable to get free radio or TV time for PSAs and advertisements, ask local lawyers or law firms to sponsor PSAs and advertisements.
- Ask influential attorneys and judges to help you arrange television, radio and newspaper stories and advertisements.
- Don't rely on just one form of communication to get the word out. A combination of methods will work best.
- Ask other local bar members to announce Ask A Lawyer and other Law Day activities at civic or professional meetings they attend.
- Create some additional promotional ideas tailored to your county and the people who live there. You know the people in your county best, so don't be afraid to use that knowledge to help promote Law Day.
- Keep in mind that the goal of Law Day is to promote the legal profession as a whole not an individual or their law firm.