

**#FOLAFutureTogether**

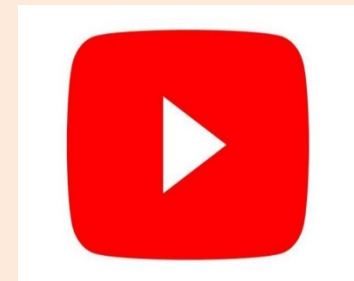
**SPRING 2021 PLENARY**

**MAY 13, 2021**

**ZOOM**

**fola.ca**

**@Ont\_Law\_Assoc**



# FOIA SUBMISSIONS

- ❖ [\*\*MAG Submission: The Provincial Offences Act \(POA\)\*\*](#) (APRIL 2021)
- ❖ [\*\*MAG Submission: Remote Notarization\*\*](#) (APRIL 2021)
- ❖ **Oral Presentation - MAG: Bill 245, Accelerating Access to Justice Act (Courts of Justice Act)**  
(MARCH 2021)
- ❖ [\*\*FOIA Letter to DoProcess\*\*](#) (JANUARY 2021)
- ❖ [\*\*DoProcess Response\*\*](#) (JANUARY 2021)
- ❖ [\*\*LSO Submission: FLSP Licensing Model\*\*](#) (NOVEMBER 2020)

# LiRN ACTION CENTRE

## BENCHER ADVOCACY

- ❖ LETTER WRITING
- ❖ BENCHER TRACKING
- ❖ SOCIAL MEDIA
- ❖ COURTHOUSE LIBRARY USE SURVEY
- ❖ WHITE PAPER
- ❖ LiRN COMMUNICATIONS
- ❖ OCLA COMMUNICATIONS
- ❖ WEBSITE ACTION CENTRE

Courthouse Libraries provide lawyers in smaller firms and smaller towns with connections to colleagues that they would not otherwise have

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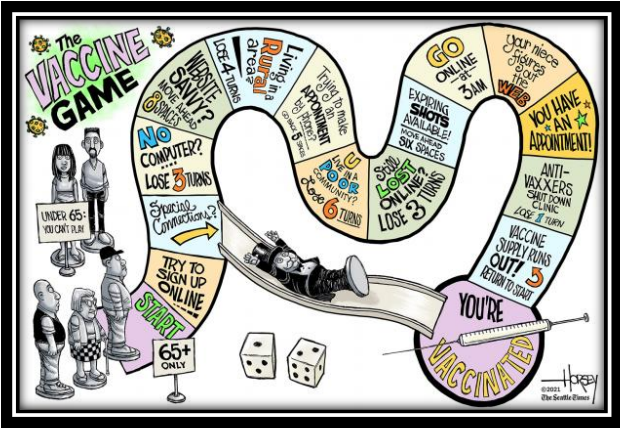
# #BELLLET'STALK DAY 2021!

- ❖ Pre-scripted suggested Tweets
- ❖ Image gallery
- ❖ Resources for lawyers & employers
- ❖ Helpful links



**Thanks to all who participated, FOLA increased our Twitter impressions by 450% on #BellLetsTalk day as compared to a normal calendar day!**

# CORONAVIRUS



## ONGOING ACTIONS

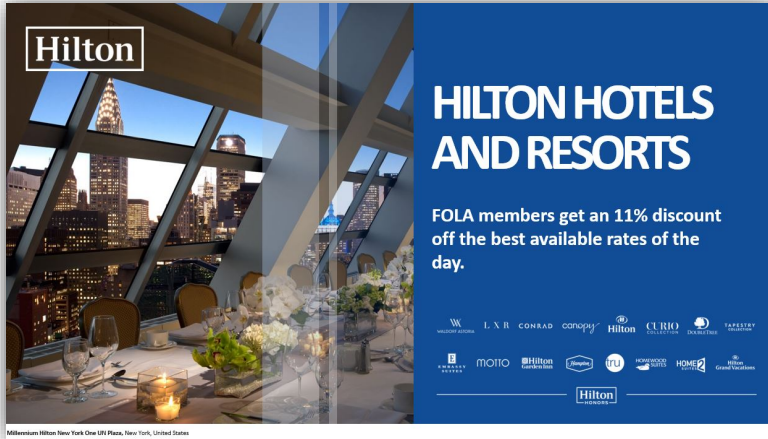
- ❖ WEEKLY SECTOR MEETINGS
- ❖ WEEKLY ASSOCIATION UPDATES
- ❖ MEMBER ISSUES' RESPONSE UNIT
- ❖ COURTS & MAG NOTICE DISTRIBUTION
- ❖ COURTS & MAG COVID FOLA WEBPAGES



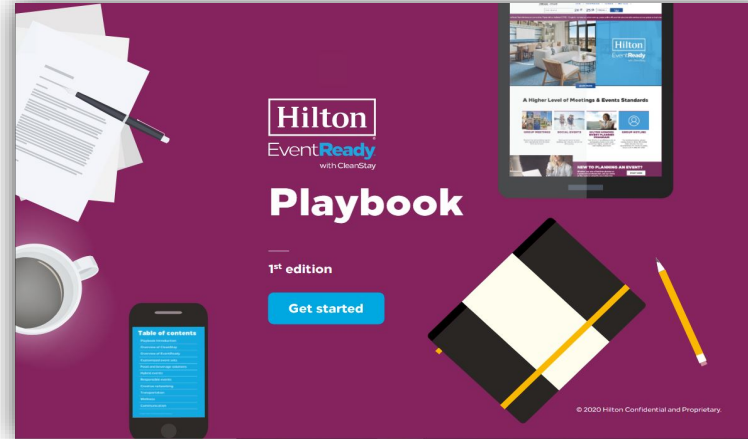


# MEMBER REWARDS

## HILTON HOTELS



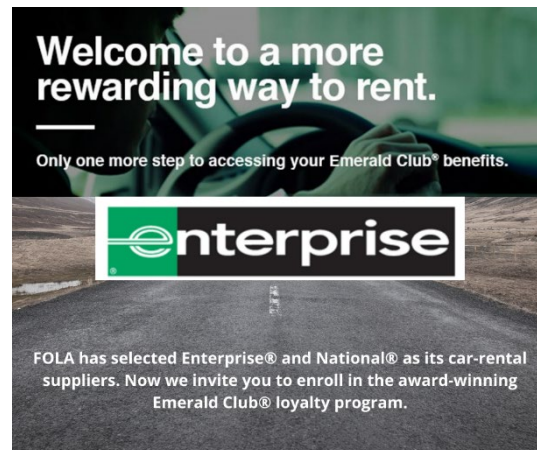
## HILTON EVENTS



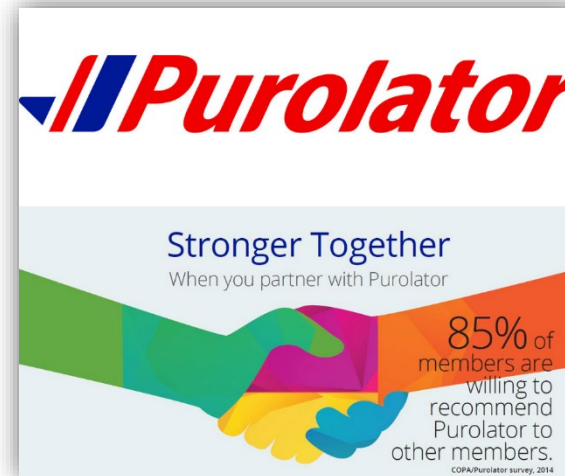
## VIARAIL



## ENTERPRISE RENTALS



## PUROLATOR



## MEMBER DEALS



# MEMBER REWARDS

## CPDONLINE

- CPDOnline will pay Law Associations \$100 per association subscriber RENEWALS INCLUDED!



**CPDONLINE.CA**  
Click. Watch. Credit.

## MERCHANTS ACCOUNTS

**merchant accounts.ca**

How to collect payments from a home office during...

**How to take payments when working from home video series.**

**How to collect payments from a home office.**

Learn what your options are to collect credit card payments when working from a home office.

## GOAHEAD TOURS

**GoAhead Tours**

Want to learn more about GoAhead Tours? FOLA can arrange for a live webinar so that your members can start planning their holidays for 2021!

Eat. Sleep. Travel.

tiny escapes  
LITTLE MOMENTS OF LEGAL DISTRACTION

GO AHEAD TOURS

## TECHSOUP CANADA

Get Deep Discounts on Technology for Your Law Library

Nonprofit Favorites

 Microsoft Office Standard, Professional, and Cloud	 Adobe Acrobat Pro DC \$5 licenses to discounted rates	 Symantec Security From \$4 per seat
 Windows 10 Upgrade \$16	 Intuit QuickBooks 2018 From \$60	



LEGAL PODCAST SERIES THAT OFFERS LSO ACCREDITED EDI AND PROFESSIONALISM CPD

  
LAWPOD



**FOLA MEMBERS' DISCOUNT**

USE CODE 'DISCOUNT20' FOR 20% OFF ALL EPISODES AT LAWPOD.CA

## LAWPOD



# NABE



**National Association of Bar  
Executives**

- ❖ **Workshop Planning Committee**
- ❖ **Conference Planning Committee**
- ❖ **Sponsor Committee**
- ❖ **Government Relations Board**





# REMINDER AWARDS 2021



## FOIA AWARDS 2021

**Nomination Deadline:**  
**September 30 2021**

Award Categories: President's Award  
Luminary Award  
Distinguished Service Award



FEDERATION OF ONTARIO  
LAW ASSOCIATIONS

FÉDÉRATION DES ASSOCIATIONS  
DU BARREAU DE L'ONTARIO

# FOLA's ANNUAL AWARDS - 2021

## 1. PRESIDENT'S AWARD

*(for current or immediately past Presidents)*

**NOMINATION DEADLINE**  
**SEPTEMBER 30**

## 2. LUMINARY AWARD

*(for a librarian or staff)*

**NOMINATION DEADLINE**  
**SEPTEMBER 30**

## 3. DISTINGUISHED SERVICE AWARD

*(for an outstanding member of an Association)*

A committee appointed by FOLA's Chair will be reviewing the nominations and recommend a recipient for each category to the Board for approval.

### Citation

- Award recipients will receive a plaque recognizing their achievement
- FOLA will recognize winners on our website, through social media, and at the Fall 2021 Plenary
- A FOLA Board Member will formally present the award at the recipient's Law Association's AGM
- Law Associations will display the plaque in the local association library for 1 year, after which it belongs to the recipient.

*FOLA is proud to recognize outstanding individuals who make significant contributions to their Law Association and/or law library.*

# FOLA ONLINE

## COURTHOUSE LIBRARY ACTION CENTRE

### LIRN UPDATES

As you know, FOLA has long been advocating for increased funding for our law libraries. This advocacy has ramped up considerably in light of the Law Society's recent budget cuts. It is critical that the LSO understands the importance and specific use of our libraries. Over March 2021, FOLA conducted a Courthouse Library Use Survey and we will be releasing a White Paper shortly.

### SOCIAL MEDIA

Concerned about the cuts to your local Courthouse library? Contact your Regional and local Benchers to let them know how important your library, the library resources, and the activities that take place there are to you! Are you on social media? We have some suggested [messages](#) and [images](#) ready for you to use! Alternatively, you can create your own! FOLA will share ALL your library-related posts!

[CURATED POSTS LINK](#)

[IMAGES FOR YOU!](#)

### FOLA ADVOCACY WITH BENCHERS FOLLOWING THE LSO BUDGET CUTS

[FOLA Letter](#)

[Joint FOLA/TLA Letter to LSO's Audit & Finance Committee](#)

[Joint FOLA/TLA Letter to LSO's Competence Task Force](#)

Courthouse Libraries provide lawyers in smaller firms and smaller towns with connections to colleagues that they would not otherwise have

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DU BARREAU DE L'ONTARIO



**WORRIED ABOUT  
LIBRARY CUTS?**

Law Libraries provide

**VISIT OUR ACTION  
CENTRE!**

research more efficient  
and effective

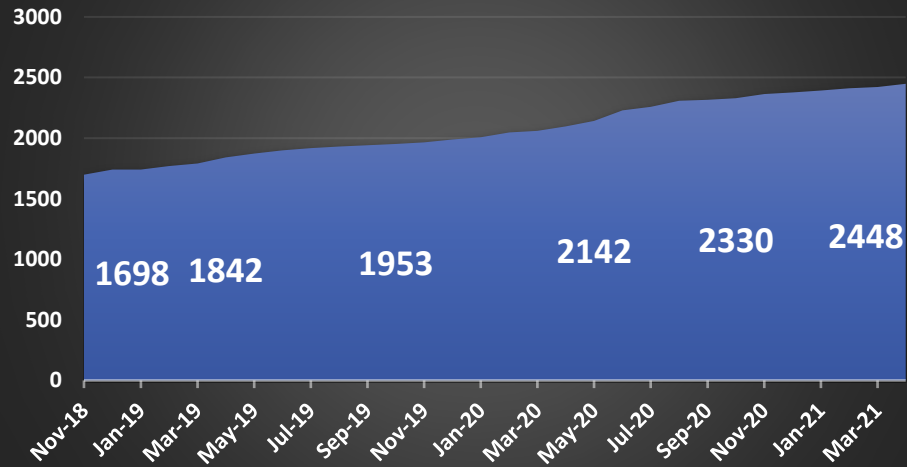
**ONTARIO COURTHOUSE  
LAW LIBRARIES**



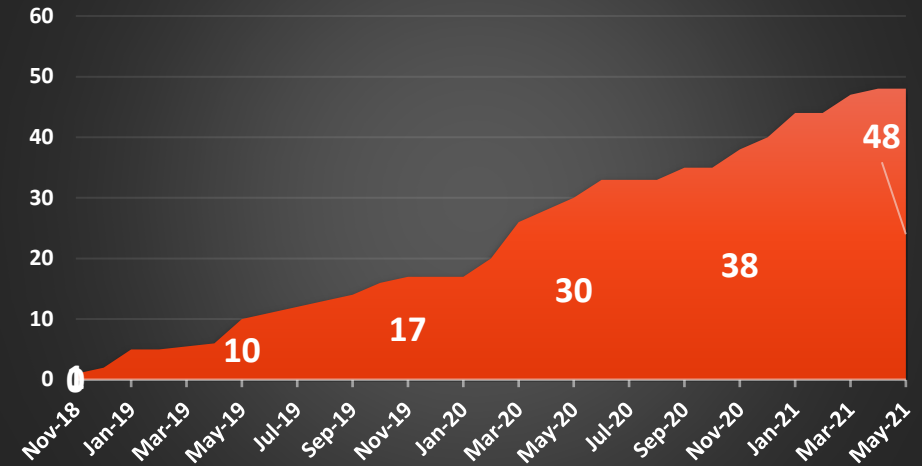
# SOCIAL MEDIA STATS REPORT



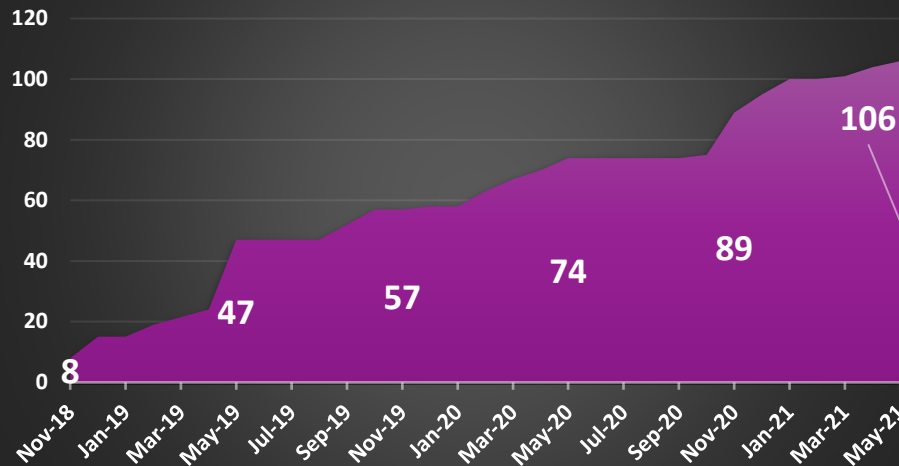
## TWITTER FOLLOWERS



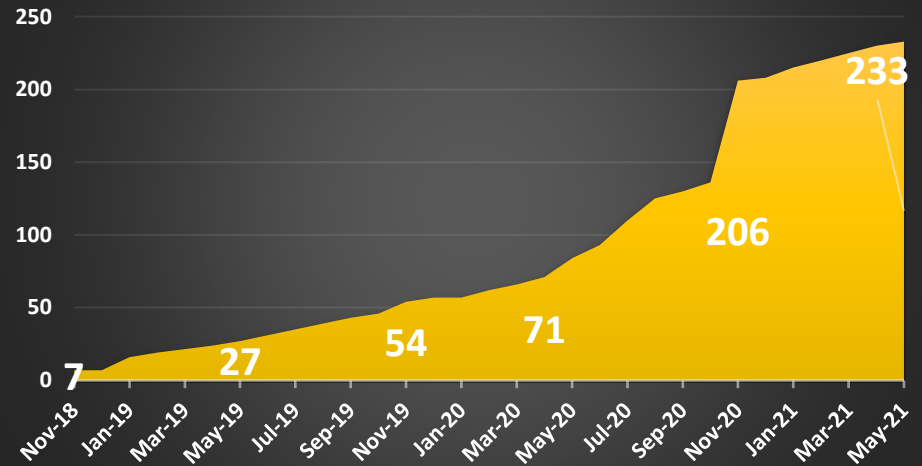
## YOUTUBE SUBSCRIBERS



## FACEBOOK FOLLOWERS

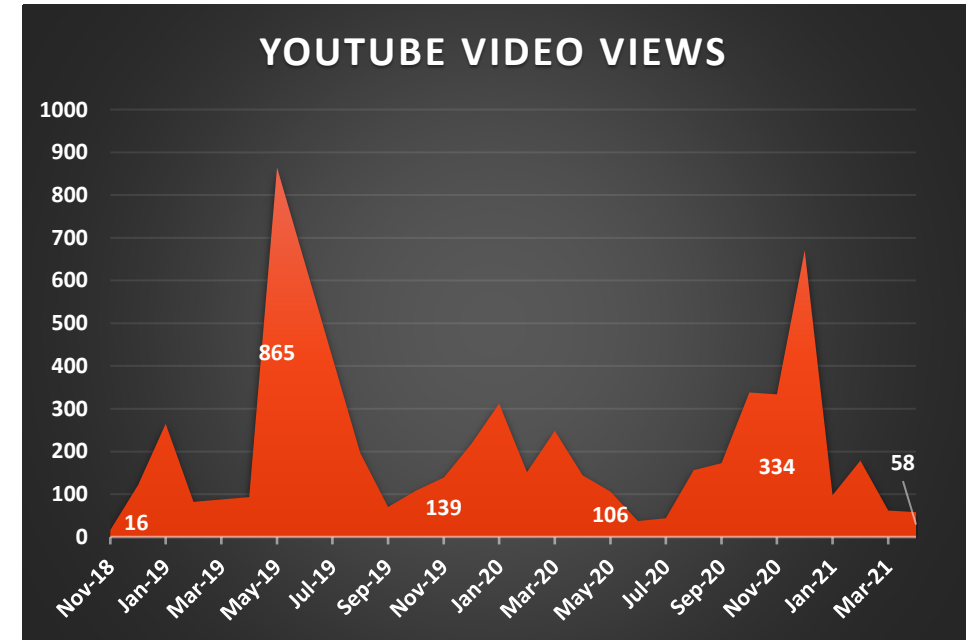
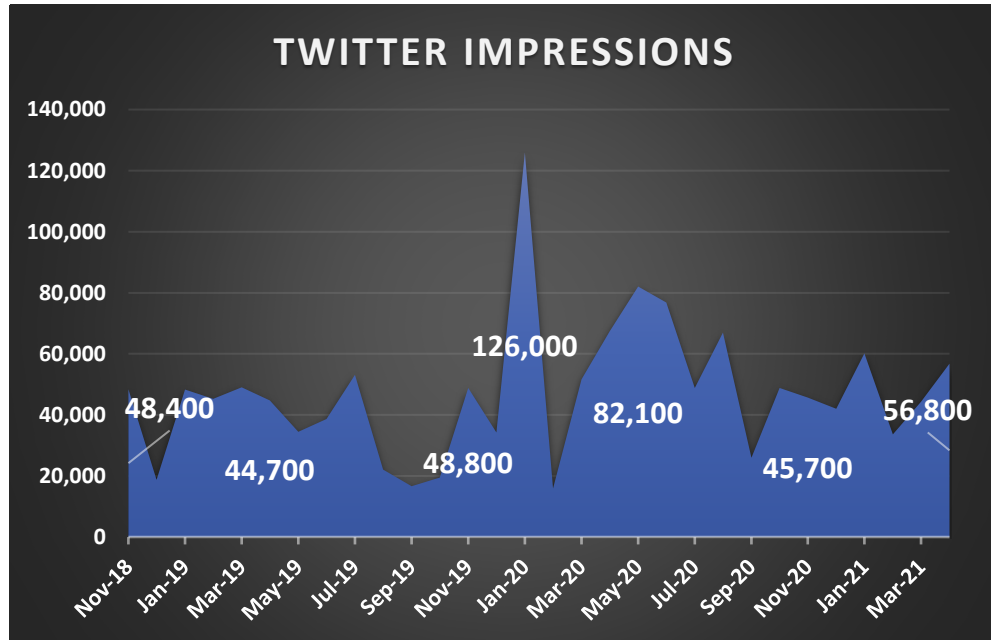


## LINKEDIN FOLLOWERS



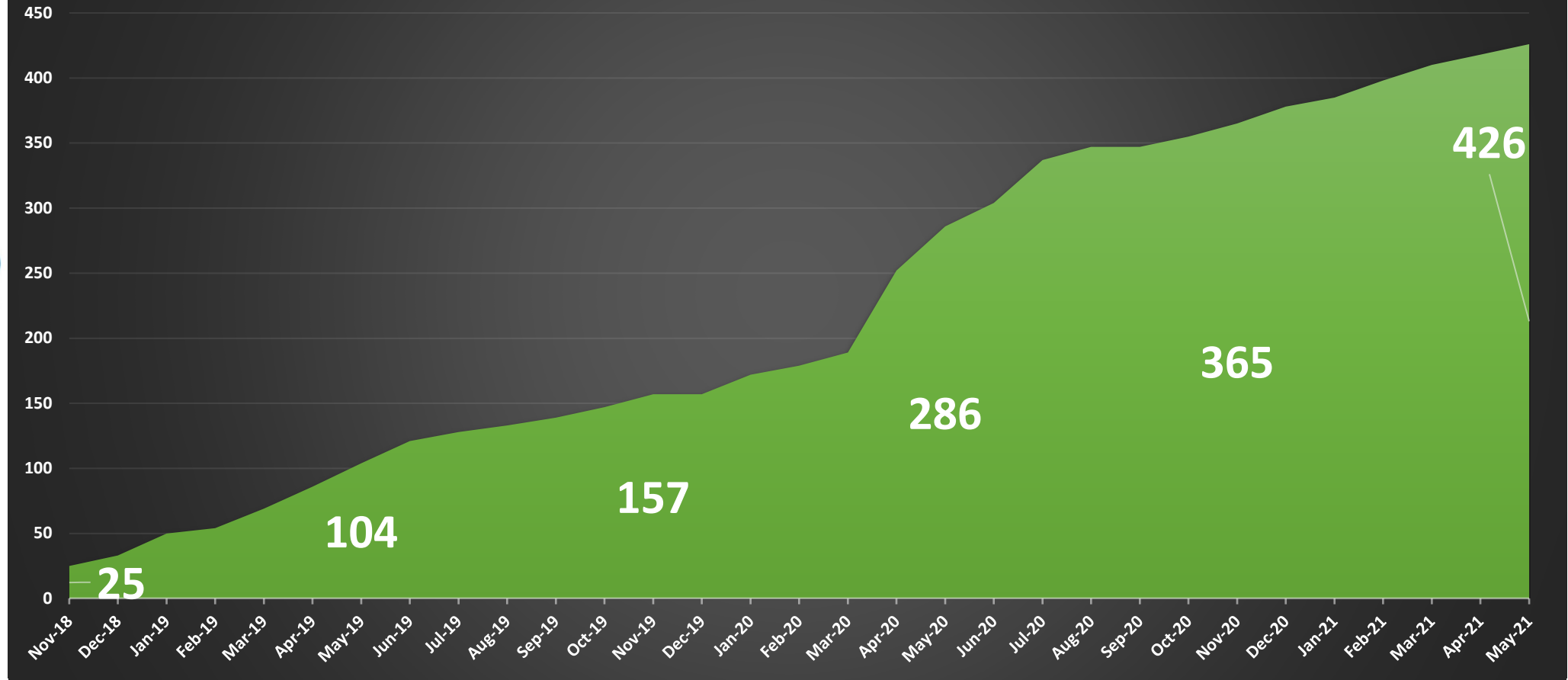


# SOCIAL MEDIA STATS REPORT



# NEWSLETTER STATS

## FOILA NEWSLETTER SUBSCRIBERS



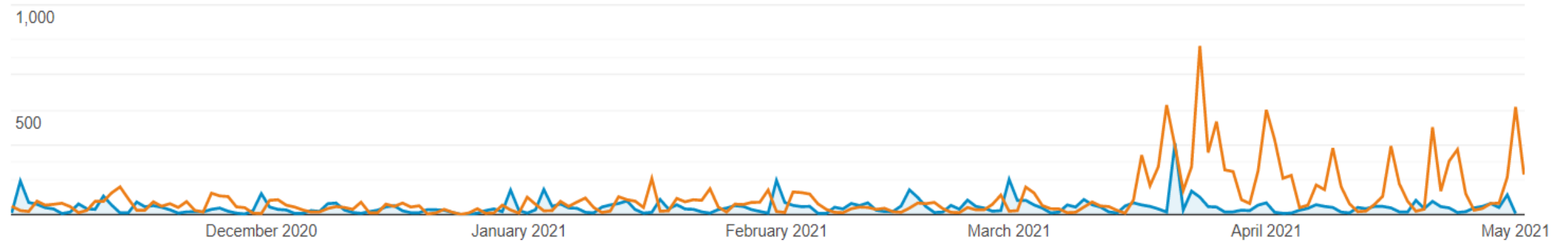
**426 SUBSCRIBERS (+61 Since November Plenary)**

# GOOGLE ANALYTICS REPORT

NOV 1, 2020 TO MAY 1, 2021 VS PREVIOUS YEAR – ALL USERS


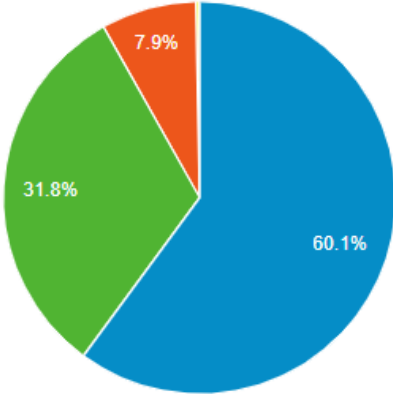

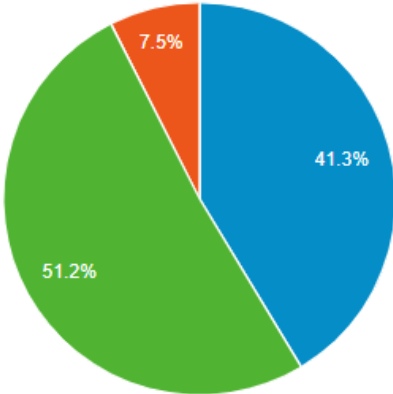


Nov 1, 2020 - May 1, 2021: ● Users

Nov 1, 2019 - May 1, 2020: ● Users



# GOOGLE ANALYTICS

## SOCIAL MEDIA AS TRAFFIC DRIVER – NOV 1, 2020-MAY 1, 2021 VS PREVIOUS YEAR

Social Network	Sessions	Sessions	Contribution to total: Sessions
1.  Twitter			<b>Nov 1, 2020 - May 1, 2021</b>
Nov 1, 2020 - May 1, 2021	405	60.09%	
Nov 1, 2019 - May 1, 2020	382	41.34%	
2.  Facebook			<b>Nov 1, 2019 - May 1, 2020</b>
Nov 1, 2020 - May 1, 2021	214	31.75%	
Nov 1, 2019 - May 1, 2020	473	51.19%	
3.  LinkedIn			
Nov 1, 2020 - May 1, 2021	53	7.86%	
Nov 1, 2019 - May 1, 2020	69	7.47%	
4.  Pocket			
Nov 1, 2020 - May 1, 2021	2	0.30%	
Nov 1, 2019 - May 1, 2020	0	0.00%	



# GOOGLE ANALYTICS REPORT

USER FLOW: NOV 1, 2020 – MAY 1, 2021





# FOLA ONLINE



**WE NEED**

**YOUR help to keep your info up-to-date**

***Please send us contact info changes,  
submissions, & events***

# AMPLIFYING THE VOICE OF LAW ASSOCIATIONS

WANT FOLA TO SHARE YOUR CONTENT?

- ✓ Send us your newsletters
- ✓ Alert us to mentions in local news sources
- ✓ Tag us on social media
- ✓ Pass on any and all events on a regular basis!

It's that simple!

*Think of FOLA as your PR firm!*

# THANK YOU SPONSORS!

## TITLE SPONSOR



## SPEAKER SPONSOR



## WELCOME SPONSOR



## PANELS SPONSORS







# POST PLENARY SURVEY

In a few days, FOLA will be sending out a feedback survey to all participants.

It's short and should take no longer than 3 mins.

**THANK YOU IN ADVANCE!**



# QUESTIONS?

**Email to: [katie.robinette@fola.ca](mailto:katie.robinette@fola.ca)**

[fola.ca](http://fola.ca)  
[@Ont\\_Law\\_Assoc](https://twitter.com/Ont_Law_Assoc)

